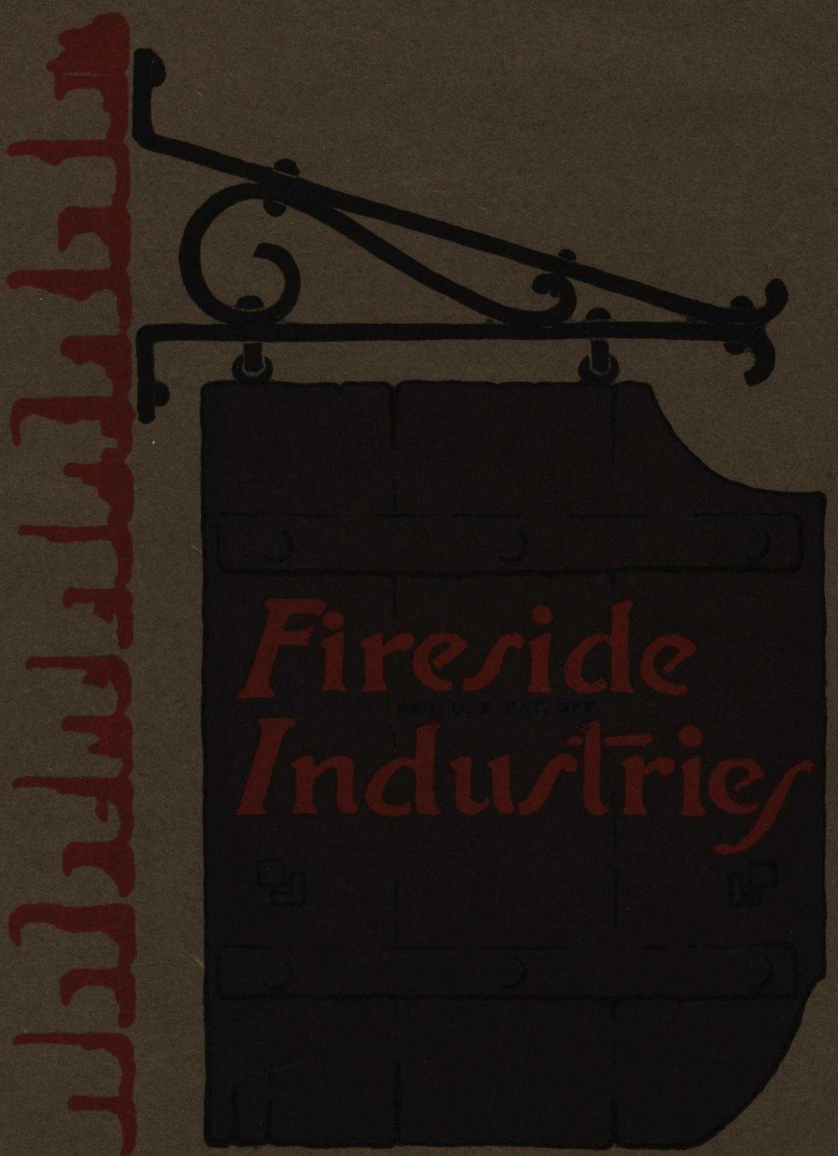

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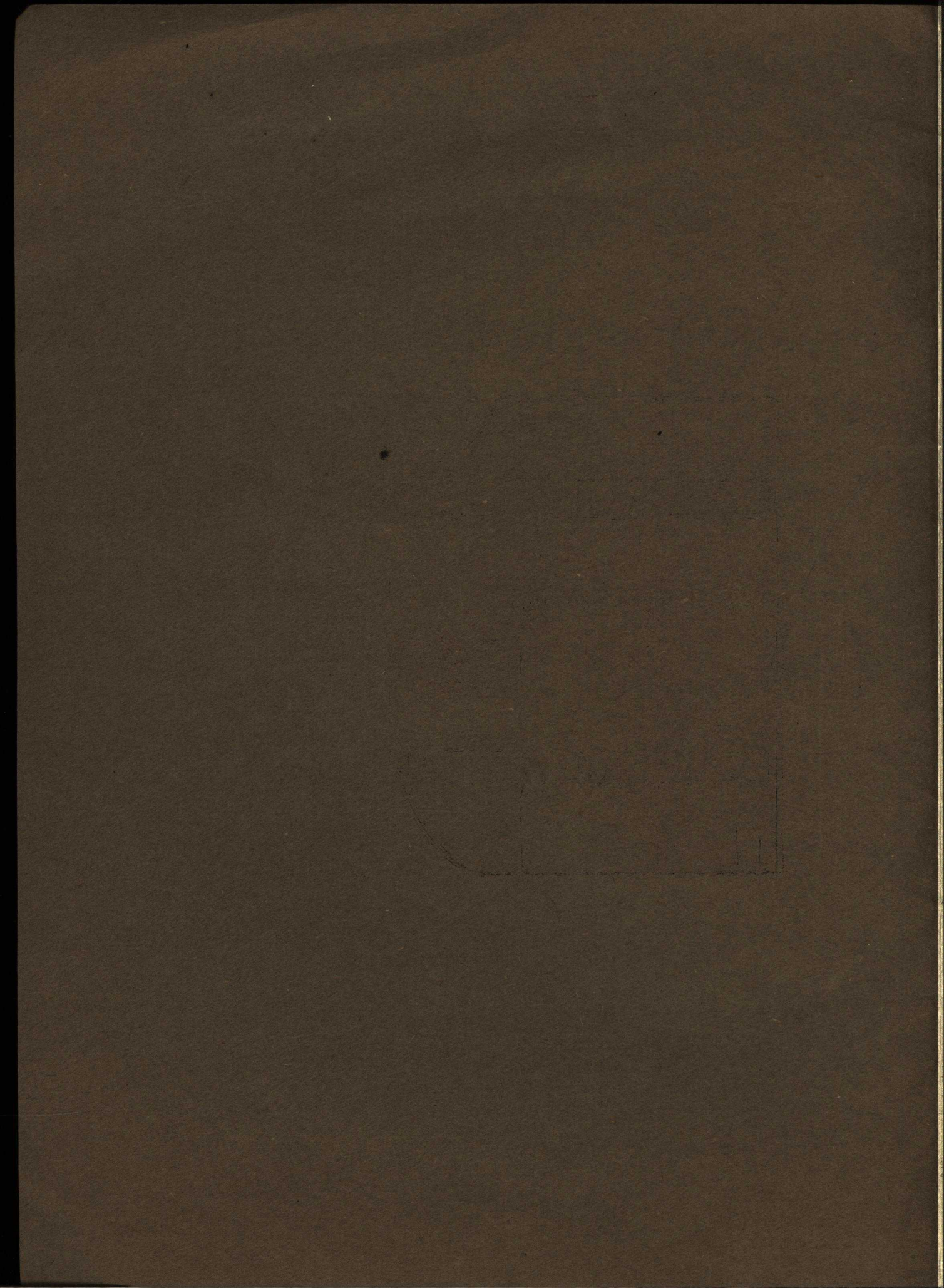


R. Koenig 1997

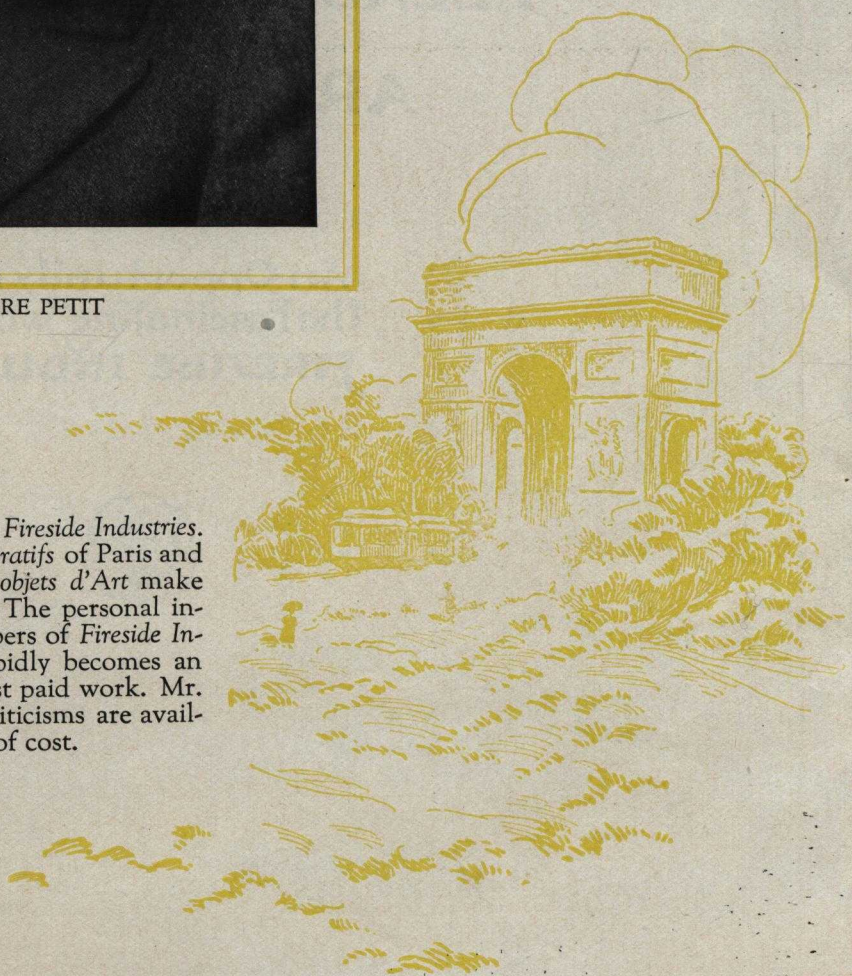
PLEASURE *and* PROFIT IN ART NOVELTIES

An Opportunity to Join the Fascinating Work of FIRESIDE INDUSTRIES

Copyrighted 1923, by FIRESIDE INDUSTRIES

M. GABRIEL ANDRE PETIT

DIRECTOR of the Art Department of *Fireside Industries*. His studies at *The Ecole des Arts Decoratifs* of Paris and a lifetime spent in the creation of *objets d'Art* make Mr. Petit eminently fitted for this work. The personal instruction and assistance he gives to members of *Fireside Industries* are of inestimable value; one rapidly becomes an expert in doing the highest grade and best paid work. Mr. Petit's help, his suggestions, advice and criticisms are available at all times to members entirely free of cost.



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A Personal Word from Mr. Petit

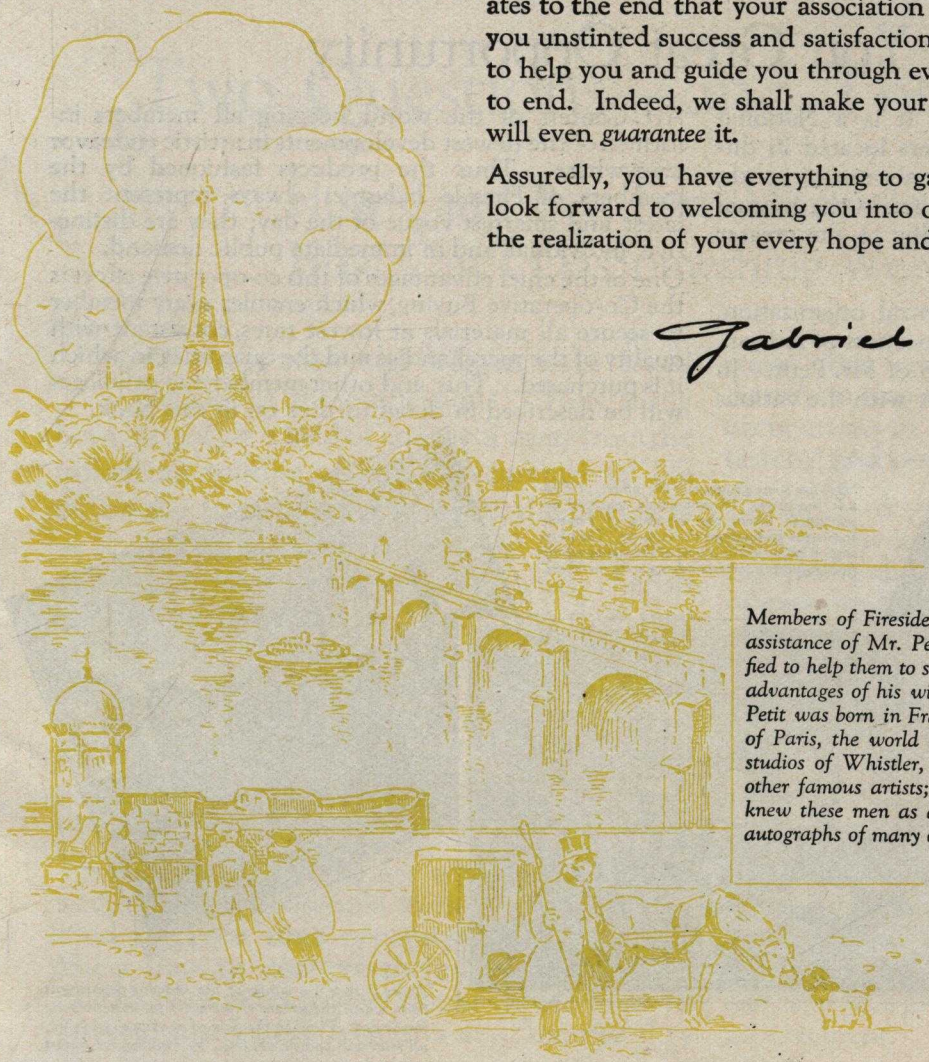
THIS book brings to you a message that I believe you will find of extraordinary interest. Indeed, it may have a very important and happy bearing upon your life, for in the pages that follow you may discover the key to a new world—a world in which your dreams are fulfilled, where an absorbing new interest in life awaits you, a new field of fascinating and worthwhile endeavor, a new source of financial independence.

I only ask that you read carefully and then decide for yourself whether you want to accept the unusual opportunity that is now offered to you. If you feel that you would find real happiness as a member of Fireside Industries and that you would take a genuine interest in the work, then I assure you of the warm welcome that our organization will extend to you.

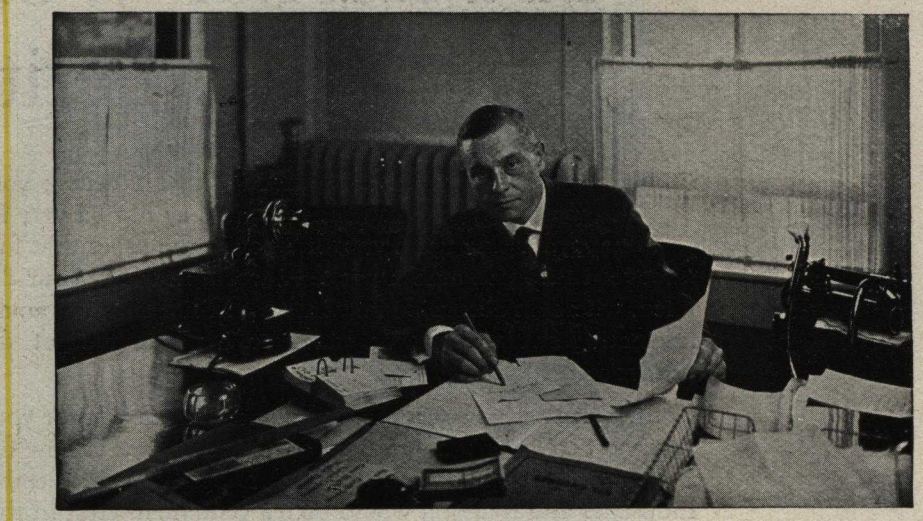
In fact, let me say here that the one qualification we require of new members is interest in the work. If you have this, the rest will be easy. I pledge to you the wholehearted co-operation of myself and my associates to the end that your association with Fireside Industries will bring you unstinted success and satisfaction. We shall leave nothing undone to help you and guide you through every step of the way, from beginning to end. Indeed, we shall make your success so easy and certain that we will even *guarantee* it.

Assuredly, you have everything to gain and nothing to lose. So I shall look forward to welcoming you into our membership and helping you to the realization of your every hope and ambition.

Gabriel André Petit



Members of Fireside Industries are fortunate indeed in having the assistance of Mr. Petit. There is probably no one else so well qualified to help them to success in this work. Mr. Petit brings to each the advantages of his wide experience in the field of Applied Arts. Mr. Petit was born in France and was brought up in the Latin Quarter of Paris, the world center of artistic developments. He knew the studios of Whistler, Fonqueray, Emile Grasset, Rodin and many other famous artists; several were within a block of his home. He knew these men as a child and still possesses in his collection the autographs of many of them.



M. Gabriel Andre Petit at his desk. M. Petit keeps in close touch with every member by correspondence

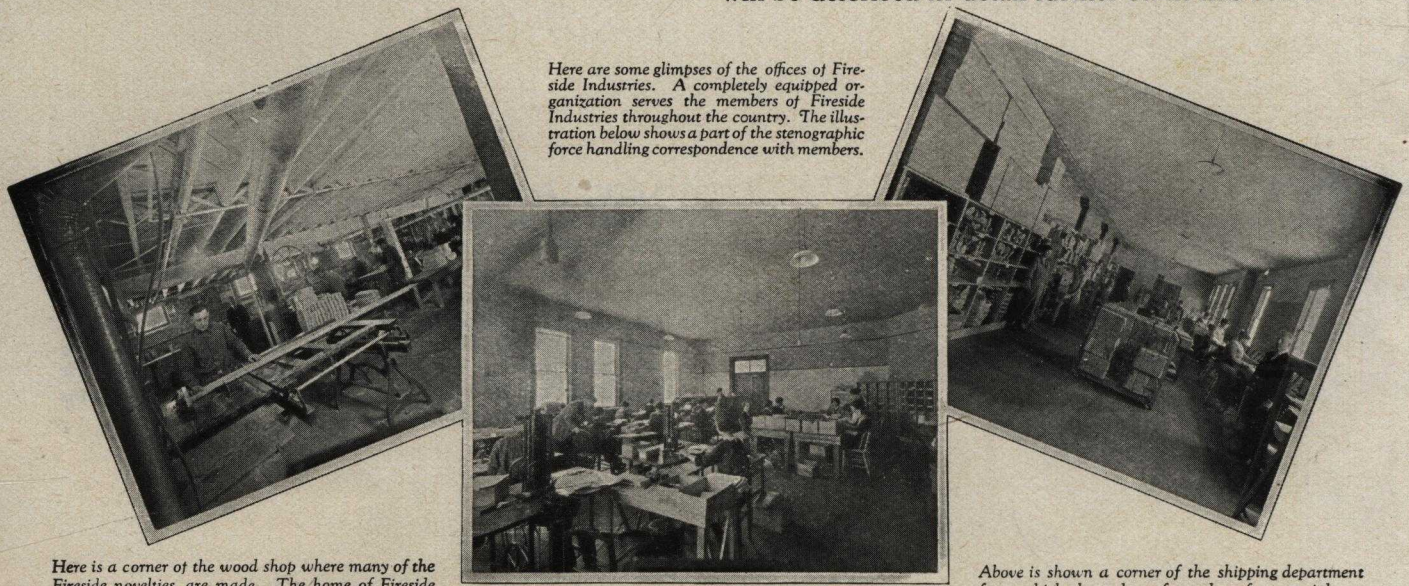
Fireside Industries—The Organization That Offers You Great Opportunity

WHAT is *Fireside Industries?* It is a National Organization with its members located in different sections of the country—north, south, east and west, and all banded together in the mutual interest of their work, all co-operating to the greater success of each and every member.

Serving this membership is the central organization, with headquarters at the central location of Adrian, Mich., under the personal direction of Mr. Petit. In addition, Counsellors are in contact with the various Art Centers of the world keeping all members informed of the newest developments in artistic endeavor everywhere. Thus the products fashioned by the members of *Fireside Industries* always represent the latest and smartest vogue of the day; they are distinctive, individual, and in immediate public demand.

One of the chief advantages of this co-operative effort is the Co-operative Buying, which enables every member to secure all materials at lowest rates, consistent with quality of the merchandise and the quantities in which it is purchased. This, and other membership privileges will be described in detail further on in this book.

Here are some glimpses of the offices of Fireside Industries. A completely equipped organization serves the members of Fireside Industries throughout the country. The illustration below shows a part of the stenographic force handling correspondence with members.



Here is a corner of the wood shop where many of the Fireside novelties are made. The home of Fireside Industries at Adrian, Mich., constitutes a modern business organization. Every phase of the work is handled by experts.

Above is shown a corner of the shipping department from which the orders of members for materials are forwarded. Through the plan of co-operative buying, all materials can be obtained by members at lowest wholesale rates.

Two Questions—and Their Answers

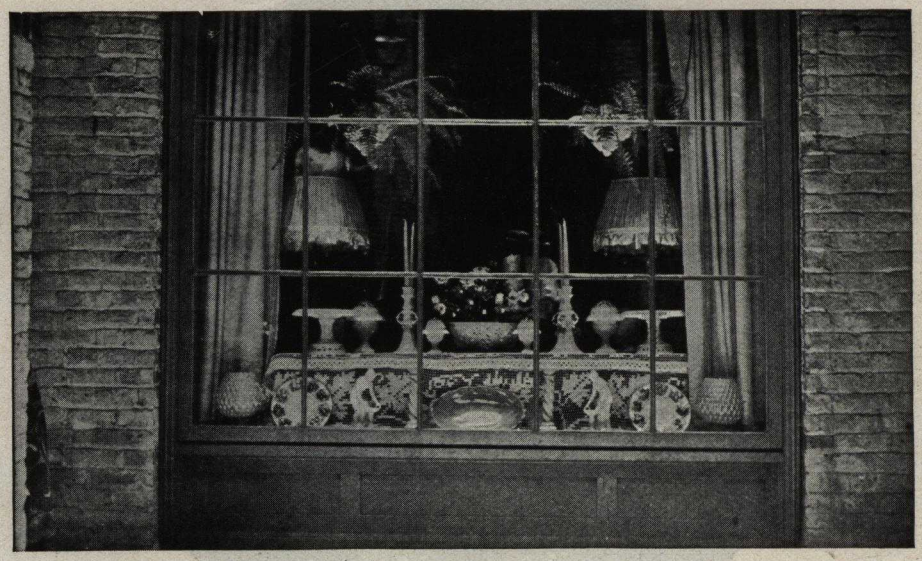
How Can I Best Earn Money?
How Can I Do Something Worth While?

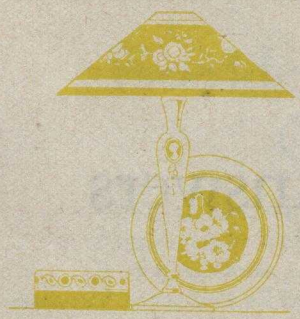
HOW many men and women have asked themselves these questions? How many have longed for a field of endeavor away from the humdrum routine of ordinary commercial life where the rewards seem so small, the prospects so limited, the element of personal gratification so lacking. How these men and women cherish the dream that some day, somehow, they may find themselves in an independent business of their own, doing the sort of work that holds an endless fascination for them, building up an independent income that will banish worries over money matters and provide them with the nice things of life.

Then how many there are who seek a way of adding to the household income through some kind of spare time occupation. If they only knew how to convert their spare hours into dollars, this extra money would enable them to have so many little comforts and luxuries they crave. But how difficult it is to find any satisfactory means of utilizing spare hours. Most occupations of this nature are unattractive, distasteful and poorly paid.

Again, think of the women who would welcome a new interest in their lives, some way of expressing themselves in worth-while endeavor, of experiencing the thrill of achievement. The ordinary round of household duties, repeated over and over again, becomes monotonous, uninspiring and stifling. How much richer and fuller would be the lives of these women if they could occupy their leisure with creative artistic work.

It is for such people that *Fireside Industries* has provided the answer to their problems. The following pages tell you about the opportunity that *Fireside Industries* offers—an opportunity that leads to independence, great financial rewards, to the joy of self-expression and personal achievement.





ART NOVELTIES

HAVE you ever stepped into one of those attractive Gift Shops that are now so much in vogue? You will find them in towns and cities everywhere, at summer and winter resorts, at the mountains, the seashore, and in country hamlets.

Usually there is an attractive little sign out in front, suspended from an iron bracket, with the name of the shop artistically painted upon it. Sometimes the shop itself consists of a very smart, finely appointed establishment; sometimes it consists of a window in a private home where various interesting objects and articles are displayed.

If you step within you will find yourself in a fascinating little world of art, surrounded by a variety of the most attractive objects. Your interest will be drawn by gaily colored pieces of enameled ware; distinctive bowls, flower dishes, bureau sets, hand-colored greeting cards and decorated novelty boxes. Then there will be all sorts of copper and brass work, etched in beautiful designs, and parchment shades, candle sticks, examples of batik, gaily decorated toys, hand-painted ivorex ware, tinted photographs, picture frames, perhaps some hand-painted furniture; in short, all manner of unique, distinctive novelties and objects d'art.

Such fascinating Shops have sprung into amazing popularity; there is almost an unlimited demand for the exclusive, hand-made merchandise they offer. People find nothing in ordinary stores to compare with the artistic novelties displayed by these smart shops and they are willing to pay good prices for them.

In fact there are few lines of business which pay such large profits as the Art Novelty business. And it is not only exceedingly profitable;

The Wonderful New Field of Great Fascination and Financial Independence

it is a field of wonderful fascination; one is constantly working with pretty things, enjoying the thrill of artistic creation. Almost everyone likes to make things, and who is there with the slightest artistic inclination who would not find never-ending interest in seeing beautiful new things spring into being under his or her hands?

Here, then, is a field of large financial rewards; a field where there is a great public demand waiting; a field where one works in an atmosphere of the artistic and the beautiful, where one spends happy, satisfying hours in creative effort. In short, here is a profession of dignity, of refinement and charm, where one can work for the joy of the work itself and at the same time derive a handsome, independent income besides.

Would you like to enter this field? Would you like to devote your spare time or all of your time to the delightful and profitable business of decorating Art Novelties?

You are invited to do so. A wonderful opportunity is now open to you. This opportunity starts you upon your career in this fascinating work. And you need no experience and no special ability. If you would like to enter this work, if you are seeking a way to earn money, if you would experience the happiness of artistic self-expression, then you will find the realization of your hopes and dreams and ambitions in the creation of Art Novelties.

You can devote your full time or your spare hours to this fascinating work. You can establish a studio in your own home or open a shop. But whatever your purpose, the decoration of Art Novelties offers you a handsome return in money and pleasure for every minute you care to devote to the work.

What Other Work Could Hold Such Interest—and Pay So Well?

Of the various things that you might do to earn money, either in full time or spare time, can you think of any that would be so interesting and pleasant as the making of Art Novelties? Wouldn't you like to start now in this wonderfully inviting field?

SUPPOSE you are seeking a new source of income; which would you prefer: to take an ordinary position in the commercial world where you would have to be content with small pay, long hours and drudging routine work, or would you rather spend your time creating beautiful and artistic things, such as hand-decorated parchment shades, gaily colored toys, enameled chinaware, batik designs on table runners, wall panels, blouses, and beautiful colored effects on furniture?

It is obvious what your answer MUST be, and the best part of it is that you CAN have your own Art and Gift Shop; you can start at once in an independent business of your own, you can devote your spare time to the making of all kinds of Art Novelties, you can do the kind of work you would like to do and earn a splendid income doing it.

That is the opportunity that this book offers you. It matters not where you are, what your experience, what your circumstances. If Art Novelty work appeals to you, everything else will be arranged to make your success easy and certain.

Why the Work is so Profitable

Once you are started in the fascinating field of Art Novelties and Objects of Art, you will be amazed at the big profits you realize. It is easy to see why this is so. The materials with which you work cost you but very little under the co-operative plan of buying. And when these materials are transformed into beautiful, finished products they command extremely high prices. People are willing to pay well for hand-decorated articles—many times more than for ordinary factory-made products. For example, you know that you can buy an ordinary printed holiday greeting card in a store for a couple of cents, but thousands are paying twenty-five to fifty cents for hand-painted cards.

At home in spare time many of our members enjoy the fascination of decorating Art Novelties and at the same time turn their leisure hours into dollars.

In like manner with all other Art Novelties and Objects of Art; the margin of profit runs from 100 to 500 per cent and even as high as 750 and 1000 per cent.

$25 to $150 a Week

But perhaps you are wondering just how much money per week you can expect to earn from your studio. It is difficult to set any definite figures because it depends so much upon the amount of time and energy each one gives. At a conservative estimate, however, you should earn anywhere from $25 to $150 a week.

Of course, you may want to start in a small way, as so many others have done, and gradually build up your business to bigger proportions, with a corresponding increase in your income. That is why a starting income of around $25 a week is mentioned; after that the size of your income depends entirely upon the size to which you wish to build your business. Who can tell but what you too may later have a beautiful establishment of imposing proportions which will bring you upwards of $10,000 a year?

Here is a member decorating a chair. Hand-decorated articles of furniture are in great vogue and bring very high prices.

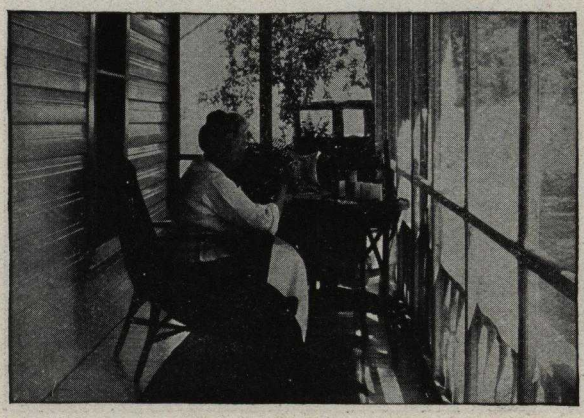
"The lessons bring me a message of extraordinary interest—I want to say I am more than pleased, I am delighted."—Miss Bernice Avery, Alto.

These illustrations show how a room, or a portion of a room in your own home can serve as your Art Shop. Note the many fascinating objects that you can make.

FOR SPARE HOURS OR FULL TIME

ONE of the big advantages of Art Novelty making is that you can devote just as much or as little time to it as you desire. Some women take up the work simply as a pleasant hobby for idle hours. They are content to make pretty things for their own homes or for gifts. They find their reward in the sheer joy of artistic creation. Others employ their spare hours as a means of earning money; and others of course enter into the work as a serious business and devote their full time to it. But whatever may be your own particular purpose, you will find a handsome reward for whatever time you care to give.

In fact, once you start making Art Novelties, you will become so fascinated with the work that you will be reluctant to tear yourself away from it. You will think of all sorts of beautiful things you will want to make. And once your friends see the charming products of your handicraft, they will be so eager to give you orders that, almost before you realize it, you will find yourself in a delightful business of your own, paying you a very nice income.



This woman finds her porch a pleasant place to work in warm weather. Age is no handicap. The girl of fifteen or the woman of fifty finds pleasure and profit in decorating Art Novelties.

It is in just this way that many of the largest and most successful Art and Gift Shops started. Everywhere there is such a demand for artistic, hand-fashioned articles that the question is not how to obtain orders, but how to fill the orders received.

How to Start?

Now that you have read something of the fascination of the Art Novelty business and the large profits it pays, you are thinking: "Yes, that is all very well, but how could I get into this work? I know very little about it; I have had no experience; I would not know how to begin."

You need have no concern over such questions as these; they have all been answered for you. The following pages will tell you of the very exceptional opportunity that presents itself to you, that enables you to start at once; that makes everything easy for you from beginning to end, and that assures your complete and glorious success.

And Now Fireside Industries Absorbing Interest *and* Extends

How the members of this national organization are engaged throughout the country in the making and marketing of Art Novelties according to the wonderful plan that insures success at every step. Why new members are now to be appointed.

IN TOWNS and cities and rural communities scattered all over the country one may come across neat little sign-boards bearing the words *"Fireside Industries."* In some cases these placards hang in front of private homes; in other cases in front of dainty shops. They mean that within is to be found a member of the national organization of *Fireside Industries,* engaged in the making and marketing of beautiful Art Novelties and Objects of Art.

You will find in the studios of these members a fascinating array of the most attractive merchandise—the products of their handicraft. And you will find the members themselves full of enthusiasm for their work, supremely happy in their artistic achievement, and enjoying the wonderful gratification of success and financial independence.

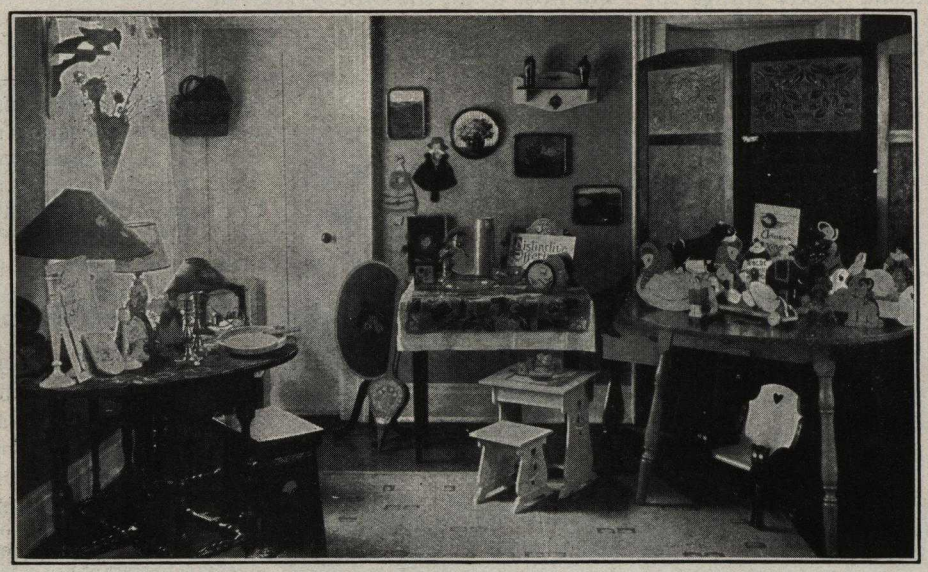
Why Members of Fireside Industries Succeed

Now the secret of the success of these men and women is in their membership in *Fireside Industries.* Instead of attempting to start a gift shop or studio entirely alone and unguided, they became members of the organization that led them straight to success, surely and quickly, from the beginning.

And Now New Members are to be Appointed

Just as these others have succeeded, so you, too, can succeed. For *Fireside Industries* is now about to increase its membership. New representatives are to be appointed in various sections all over the country.

So popular have the artistic products of the members of *Fireside Industries* become, so great has grown the public demand for these products, that the scope of the work is to be extended. Thus is offered to additional men and women everywhere the opportunity to share in the success of *Fireside Industries.*



A studio scene.—Here are shown just a few of the many artistic art objects decorated by our members.

No Experience Necessary

The exclusive plan by which members of *Fireside Industries* operate requires no previous experience. The organization simply seeks men and women who are interested in taking up the work.

If you have this interest, you are invited to membership in *Fireside Industries.* As soon as you become a member you are provided with everything

Invites You Into This Field of To You A Great Opportunity

essential to success; you follow the same plan that has made others successful; you are admitted to all the privileges and benefits of this great family of *Fireside Industries* workers.

How You Learn

First comes the course of training under the personal direction of Mr. Gabriel Andre Petit, whose lifetime of study equips him so well to teach every step in the making of Art Novelties. For over twenty years Mr. Petit has been engaged in this line of work. At the present time he is instructing men and women in all parts of the country by correspondence, showing them how to create the most beautiful effects, how to make the greatest possible success of their work.

Under Mr. Petit's instruction you take up the making of Art Novelties step by step, through all its different branches. And you learn in your spare time at home, for Mr. Petit's course of instruction comes to you by mail in the form of fascinating, easy-to-understand lessons. In your leisure moments you practice the simple directions. Mr. Petit's methods of teaching make everything so clear and interesting that anyone can follow his delightful lessons and soon become an expert in making all the many artistic novelties and objects of art. No special artistic ability is necessary; no talent for drawing or painting. Almost before you realize it you will be making the most attractive articles.

You Are Made Expert in All Branches

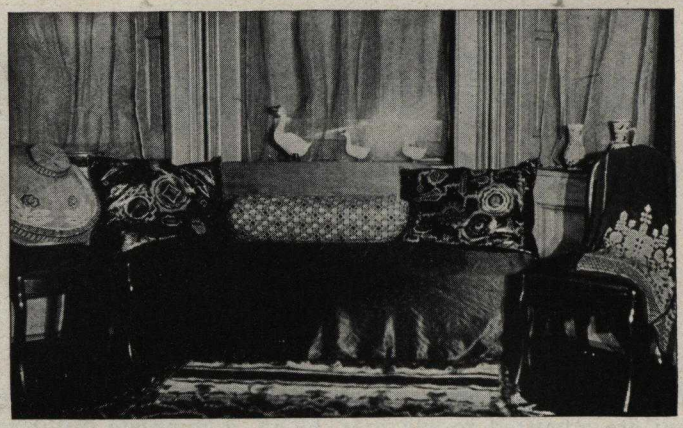
Your course of training covers the whole field; it takes up Enameling, Furniture Decoration and Enameling, the Decoration of Toys, Holiday Cards, Parchment Lamp Shades, Tinting Photographs, Batik, Decoration of Ivorex Ware, Etching on Copper and Brass, Interior Decoration.

With your course of instruction you are given, entirely FREE, a complete outfit containing all the materials you need for your work. Your training does not stop with your instruction in the actual making of artistic things. You are shown just how to make a success of your work from a financial standpoint; how to establish an Art and Gift Shop, how to conduct your business, how to find a ready market for your merchandise. Then there are many important privileges and helps and services accorded to you to assure you complete success.

Accept This Great Opportunity Now

Now it is evident that only a limited number of new members can be received into the organization at a time as it would be impossible to render the personal instruction and service to very many. And as it is the policy of the organization that each member receive the fullest measure of co-operation, the right must be reserved to withdraw this invitation to membership when the quota is filled. It is therefore to your interest to read carefully every word in this book and then to decide at once to take advantage of the great opportunity that is now offered you.

A corner of a Gift Shop established by one of our Art members. Wouldn't you like to have a profitable, independent business like this?



NOW YOU CAN JOIN THESE HAPPY MEMBERS OF FIRESIDE INDUSTRIES

WHO ALL OVER THE COUNTRY ARE FINDING PLEASURE AND PROFIT IN ART NOVELTIES

IT IS doubtful whether there is to be found such another happy "family" of workers as the men and women who constitute the membership of *Fireside Industries*. Wherever they are located, in town, city, or rural community, they are all banded together in the common interest of artistic effort.

Each one, to be sure, operates independently of the others; that is, each member receives the full reward of his or her own efforts, devoting as much or as little time to the work as desired; and each one owns his or her own business completely and independently and receives all the profits from it.

But all are following the same plan to success; they have taken the same course of training; they enjoy the same privileges of membership, they operate under the common name of "*Fireside Industries*;" they co-operate in the buying of materials and thus secure wholesale rates.

And they all experience the thrill of creating beautiful objects of Art. They all know the happy hours spent in this most fascinating work. They are men and women who have found the way to do the kind of work that is more interesting than any game, and to earn a handsome income at the same time.

In their own homes, or in their attractive shops, in spare hours or full time, they are making the kind of artistic novelties that have the distinctive charm and smartness of *Fireside Industries* products —the kind of articles that are in such tremendous vogue everywhere and command the best prices.

Wouldn't you like to join these members in their fascinating work? Wouldn't you like the joy of expressing yourself in artistic creation? Wouldn't you like the freedom of financial independence? All these can be yours. A place is offered you in the great, nation-wide organization of *Fireside Industries*, the organization that stands for happiness and success.

THE WONDERFUL PLAN THAT MAKES YOUR SUCCESS EASY AND CERTAIN

FOR OVER TWENTY YEARS MEN AND WOMEN HAVE BEEN FINDING THE WAY TO SUCCESS IN THIS WORK. YOU HAVE ONLY TO FOLLOW IN THEIR FOOTSTEPS THRU MEMBERSHIP IN FIRESIDE INDUSTRIES

MANY of the largest and most profitable Gift Shops have grown from the modest beginnings of men and women who were situated just as you are today.

They knew nothing at all about the making and marketing of Art Novelties; they had no artistic training; they did not know how to begin. They would never have dreamed that they would later have beautiful studios and shops of their own from which they would derive money enough and to spare for the comforts and luxuries of life. And they would never have believed in the beginning that everything would be so easy.

And so you, too, as you think of the possibilities of really being successful in the Art Novelty field, may feel doubtful of your own ability and uncertain about the future.

But first remember this; you risk nothing in trying for unless you are completely satisfied with your success in this work after completing the course of instruction *Fireside Industries* will refund your full tuition fee at any time within thirty days after completing the course. You are to be the sole judge. *Fireside Industries* does not care to retain tuition received from anyone who after making a conscientious effort, finds himself or herself dissatisfied.

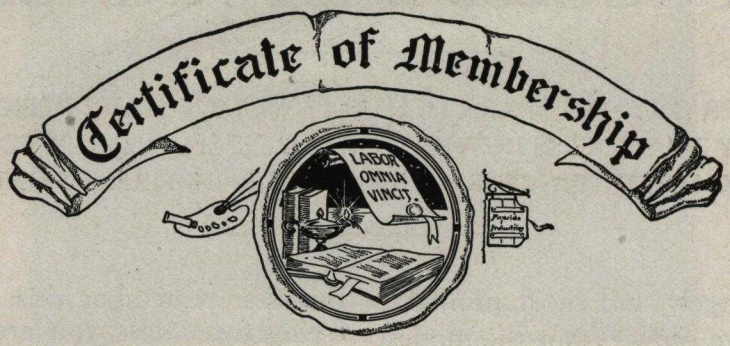
To begin with then, do not hesitate because you doubt your ability to succeed. The very persons who have the greatest natural artistic ability are often the most modest about themselves. If you love beautiful things, if you like to create, if you seek to express yourself, then you are the type of person for whom the plan of *Fireside Industries* was devised.

This plan takes you from the very start, teaches you everything you need to know, and guides you quickly and easily to complete success.

"I wish that I could give it my undivided attention; it is impossible at present but that is the end toward which I am working." — Grace Putnam Crooks, Montana.

"I live fairly near Colorado Springs and Manitou, Colorado, and these little Novelties are what the Tourists go simply wild over." — Miss Norvell Yundell, Colorado.

Think of all the fascinating things you can make. In addition to the articles you sell, you can make beautiful things for your own home and for gifts among your friends



Be It Known, that the Board of Trustees have this Day Elected

_____

to a Life Membership in The National Body of FIRESIDE INDUSTRIES with all the rights and privileges appertaining thereto.

In Witness Whereof,

This _____ day of _____ A.D.,

_____, we do affix our signatures.

_____
Director

_____

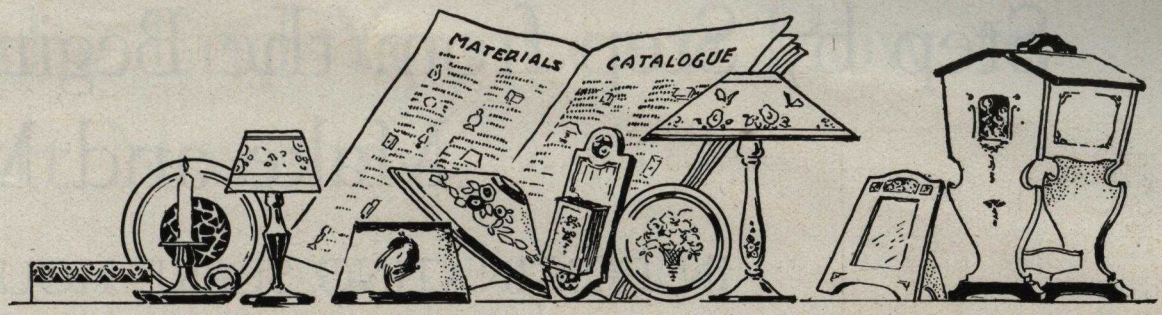
As a Member of Fireside Industries You Enjoy These Exclusive Advantages

MEMBERSHIP in *Fireside Industries* entitles you to many valuable services and privileges. First you receive the full course of instruction in the Making and Marketing of Art Novelties. This course not only makes you a professional craftsman in every branch of this work, but it also gives you a complete training in the business of conducting a Studio or Gift Shop so that you will be able to make a success of it from the financial standpoint.

You are entitled to the use of the name *Fireside Industries*. The national reputation of this name is of great value to you for it immediately establishes your work as having all the quality, the artistic distinctiveness and the up-to-date smartness that characterize the products of this famous organization. You are shown how to make a very attractive signboard, similar to the one shown on the cover of this book, to hang in front of your studio. This is a "trademark" for your work.

You also receive a handsome Certificate of Membership which you can display in your studio or shop and which testifies to your thorough training in *Fireside Industries* methods and your skill as a creator of Art Novelties.

Then you are entitled to permanent Consultation Service entirely FREE of charge. At all times you can obtain advice and information on any point connected with your work about which you may care to ask. Then there is also the Counsellor Service through which you receive the up-to-date information collected constantly by our Counsellors in New York, Chicago and Paris. Thus you are kept in touch with all the new styles and new developments in the art centers of the world, so that your work is kept a step ahead of the times, insuring its popularity and salability. One of the biggest privileges is that of obtaining through the organization all materials and supplies at low prices. This alone is worth hundreds of dollars in the saving it effects, enabling you to make bigger profits on your work.



THE CO-OPERATIVE PLAN THAT GIVES YOU MATERIALS AT WHOLESALE RATES

THROUGH the co-operative buying of materials and supplies, members of *Fireside Industries* are enabled to get the benefit of low prices. A Materials Catalog is issued which shows the complete line of supplies and gives the suggested retail price on each article. A Confidential Price List shows the special price to you. The difference between these prices is your gross profit, which is a handsome one in every case.

Of course you are not required to buy your materials from the organization; this is simply a service which is at the disposal of members if they care to use it. Most of them do so because it means a big saving and gives them materials of the best quality.

Many complete designs are furnished for each and every article listed in the catalog, drawn to actual size and ready to be transferred to the article to be decorated. Full and complete instructions for coloring are given down to the minutest detail.

The Materials Catalog shows articles of all kinds —everything that you may care to use in your work; there are hundreds of fascinating products, ready to be decorated and sold at high prices as finished objects of art.

"I can't express to you how delightful the work on the course has been. I am employed during the day so all my work must be done by artificial light. However, my plans are to open a Gift Shop about October first and I am counting on the long summer evenings to accomplish some really good work in preparation. I am making wonderful plans for success."—Georgia A. Newton, Mo.

"This work appeals to me wonderfully. I have been groping around in the dark heretofore and I am delighted to find at last a definite source of knowledge along the line of Artistic Decorating."—Jessie Mead Rose, Wisconsin.

"I have always dreamed of making a success in Art Work and I believe this is my golden opportunity."—Miss Annie Henslee, Georgia.

"Am more than pleased with the work. It is just what I have been looking for."—Mrs. Wm. A. Anderson, Colo.

"I am well pleased with the work and only wish I had more time for it."—Mamie Gray, Oklahoma.

Original letters are on file in our studios.

Step by Step from the Beginning
Make and Mark

IN FASCINATING SPARE HOURS AT
EXPERT IN ALL BRANCHES

AS SOON as you become a member of *Fireside Industries* you are started upon your course of instruction under the personal direction of Mr. Gabriel Andre Petit. Mr. Petit's method of instruction is exclusive and is copyrighted. It makes everything so clear and interesting and so easy to do that almost from the very start you will find yourself making beautiful objects that you perhaps may not believe yourself capable of now.

No Artistic Knowledge Necessary

Bear in mind that you need no knowledge of Drawing or Design. These subjects are fully treated in the course so that you will be competent to make your own designs if you wish. However, you are supplied with designs all ready to use throughout the course and afterward if you want them.

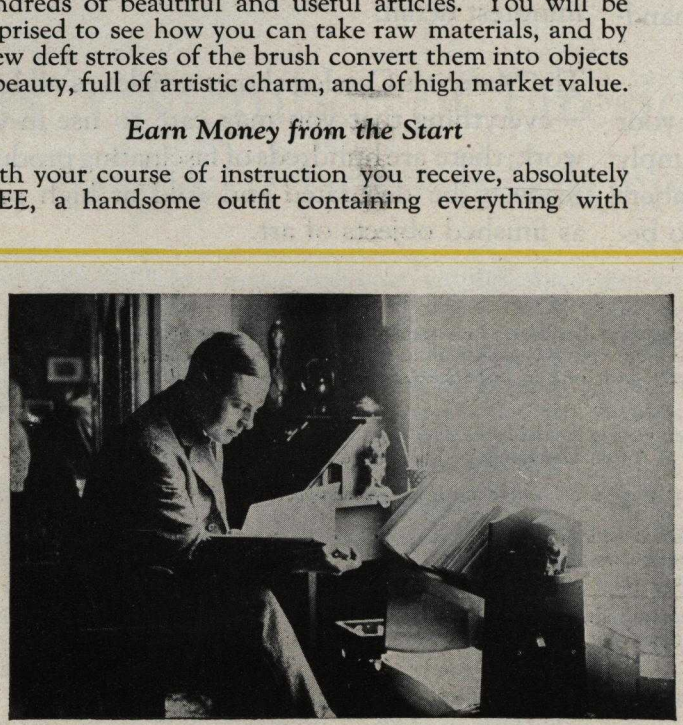
Every branch of Art Novelty work is thoroughly covered in the course. Mr. Petit shows you just how to make hundreds of beautiful and useful articles. You will be surprised to see how you can take raw materials, and by a few deft strokes of the brush convert them into objects of beauty, full of artistic charm, and of high market value.

Earn Money from the Start

With your course of instruction you receive, absolutely FREE, a handsome outfit containing everything with which to work. You begin at once to decorate Art Novelties. Thus you can start to earn money in a short time, and soon make more than enough to pay the cost of membership in *Fireside Industries.*

In Your Leisure Moments at Home

The lessons come to you by mail; you devote just your spare moments to them in your own home. You receive your lessons in groups, one group at a time and each group containing three lessons. The first lesson of each group discusses some phase of Applied Art. The second lesson gives a practical application of what you have learned by assigning the decoration of some article, such as a candlestick, a lamp-shade, or tray. The third lesson in the group is devoted to marketing and merchandising. You receive the constant benefit of Mr. Petit's personal interest in your progress. He criticises your work, shows



The course of instruction as it stands today is the result of 20 years' study

This Complete Outfit is

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out extra cost except the few cents carriage charges tha

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to the End You Learn How to et Art Novelties

HOME YOU BECOME AN ARTISTIC OF THIS DELIGHTFUL WORK

you just how to get the best results, answers any questions you may have, guides you and helps you in every possible way.

It would cost you hundreds and even thousands of dollars if you should attend a resident school to learn all that this wonderful course teaches you. But by this plan Mr. Petit literally brings to you in your own home all the advantages of his lifetime of study, his attendance at the Ecole des Arts Decoratifs of Paris, and his wide experience in the creation of beautiful things. You learn more in a week than you could in a year of actual experience without this instruction.

In addition, *Fireside Industries* has Counsellors in touch with the Art Centers all over the world who supply information about all the new and popular developments. Thus you are assured that your work is always up-to-date and will bring highest prices.

More Fascinating Than a Novel

The lessons comprising your course of instruction are more interesting than any book you have ever read. And they are fully and profusely illustrated. A tremendous amount of money has been spent in producing these illustrations so that you can see every step in the work, every move to be made.

You Set Your Own Pace

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The average length of time for completion of the course is twelve weeks when just spare-time moments are devoted to it. Of course this time can be shortened considerably if you give your undivided attention to the work.

Bear in mind, however, that it is not necessary to complete the course before you start earning money—many begin producing for the market after the completion of the third group of lessons.

And remember, we GUARANTEE you complete satisfaction.

ours Without Extra Cost

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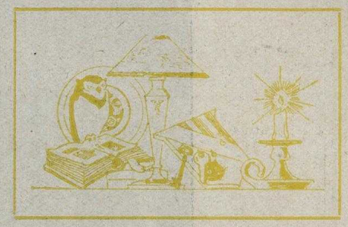
LIST OF MATERIALS

5 Cans Enamel
3 Brushes
1 Hard Pencil
1 Soft Pencil
1 Piece Art Gum
1 Palette
6 Pieces Tracing Paper
1 Piece Light Carbon Paper
1 Piece Black Carbon Paper
1 Bottle Super-refined Turpentine
2 Lettering Pens
6 Tubes Artists' Oil Paints
1 Set Transparent Paints
6 Cards Opaque Paints
6 Packages Batik Dyes
1 Package Batik Wax
1 Batik Brush
1 Javanese Tjanting
1 Vial Etching Acid
1 Vial Refined Asphaltum
1-2 Dozen Thumb Tacks
1 Vial Artists' Refined Linseed Oil
6 Holiday Cards, black and white
1 Piece of Etching Copper
3 Practice Photographs
2 Dozen Practice Boards
2 Pieces Parchment Paper
1 Can Gesso
1 Set Polychrome Colors

You will enjoy every minute you devote to this interesting work. There is nothing to compare with the satisfaction of artistic self-expression.

Step by Step from the Beginning to the End You Learn How to Make and Market Art Novelties

IN FASCINATING SPARE HOURS AT HOME YOU BECOME AN ARTISTIC EXPERT IN ALL BRANCHES OF THIS DELIGHTFUL WORK



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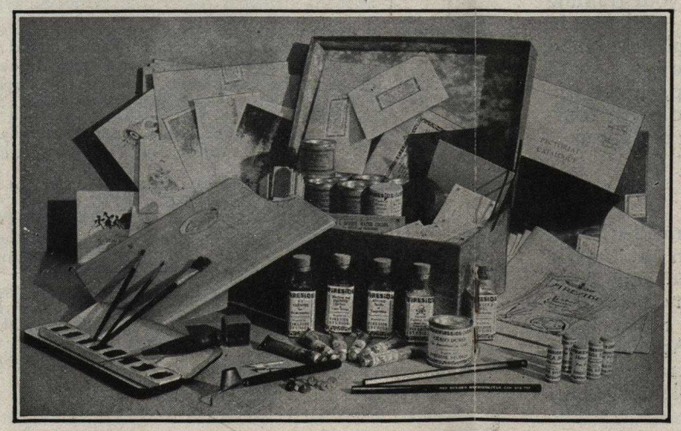
Here are all the materials you will need throughout the course and most of them may be used on actual production of Art Novelties as well.

It would cost you more than $10.00 to buy these supplies at retail; therefore, this generous gift, immediately upon enrollment, is another evidence of the good faith, and the interest which Fireside Industries takes in you as a new member. Here is what the outfit contains:



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Mr. Petit in his studio.

WHAT THE COURSE COVERS

MR. PETIT takes you through the whole field of Art Novelties and objects of art. Every branch of this fascinating work is thoroughly covered. The main subjects are Enameling, Furniture Decoration and Enameling, Toys, Holiday Cards, Parchment Lamp Shades, the Tinting of Photographs, Picture Framing, Batik, Ivorex Jewelry, Etching on Copper and Brass, Interior Decoration.

You quickly become an expert in each of these delightful branches; you learn how to make hundreds of fascinating things. Step by step you take up one subject after another. You not only learn how to do each thing, but *why* you do it. The underlying artistic principles are explained to you. Mr. Petit's method is so simple, so easy, that anyone who can read English can obtain the most artistic results. Yet the instruction is so broad and comprehensive that even the most experienced designer or artist will find in it many things that he can adapt to his present work.

Probably no one could be found better equipped than Mr. Petit to instruct in this work. It is a rare privilege to be able to profit by his personal attention, to have him constantly showing you how to improve in every detail. He teaches you the fine points of artistic expression just as thoroughly as though you attended one of the world's famous Art Schools and spent hundreds of dollars in tuition and living expenses. Mr. Petit's instruction is wonderfully inspiring. He instills in you a love for your work, a joy in your artistic achievement.

You Are Shown How to Succeed

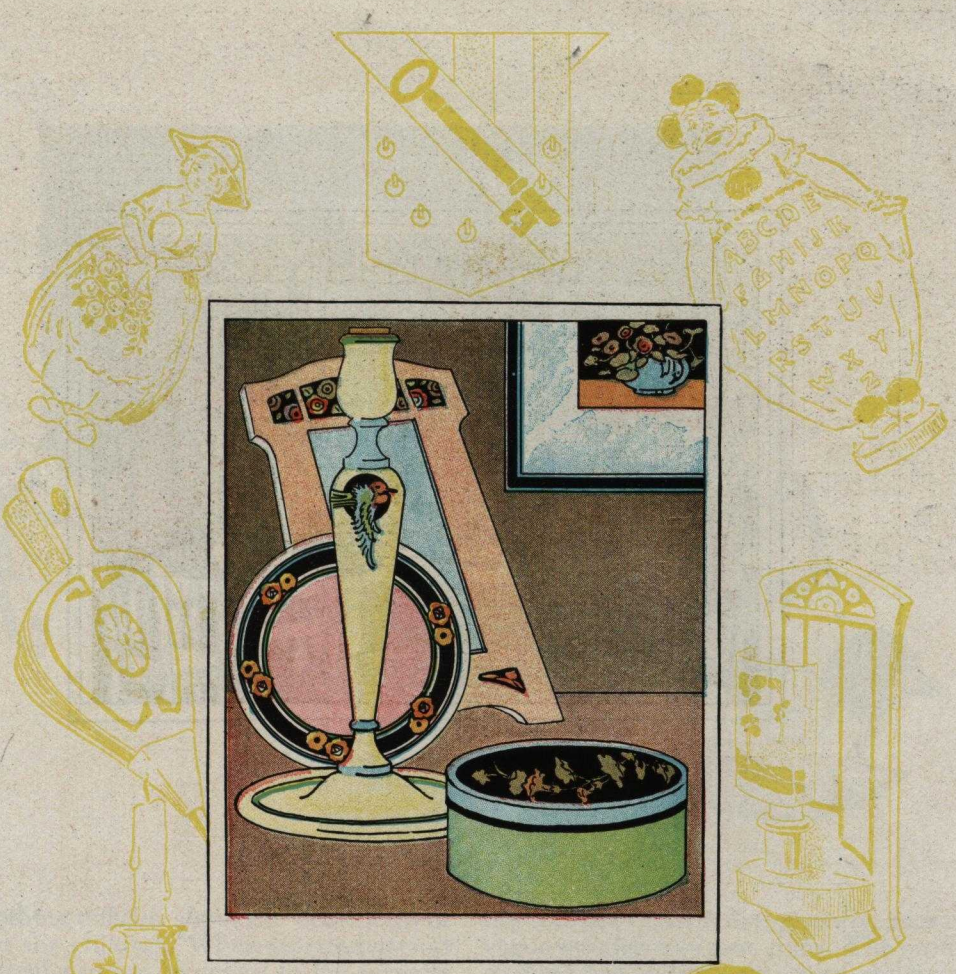
The course does not stop with the development of your artistic sense. It shows you how to put what you have learned to profit; how to turn your training into dollars. You are given complete guidance in establishing yourself in business. A simple, easy plan is placed at your disposal that shows you just how to start, how to conduct your studio or shop, shows you how to obtain orders for your work, how to assure yourself of a substantial income from the very beginning.

Life Scholarship Free

With your course of instruction you are enrolled, without extra charge, for a Life Scholarship in our Service Department. You are at liberty to consult any member of our staff on any question that may arise. Mr. Petit is always glad to have you write to him personally on any subject connected with the Applied Arts. The Department of Business Administration is ever ready to advise you on any business problem.

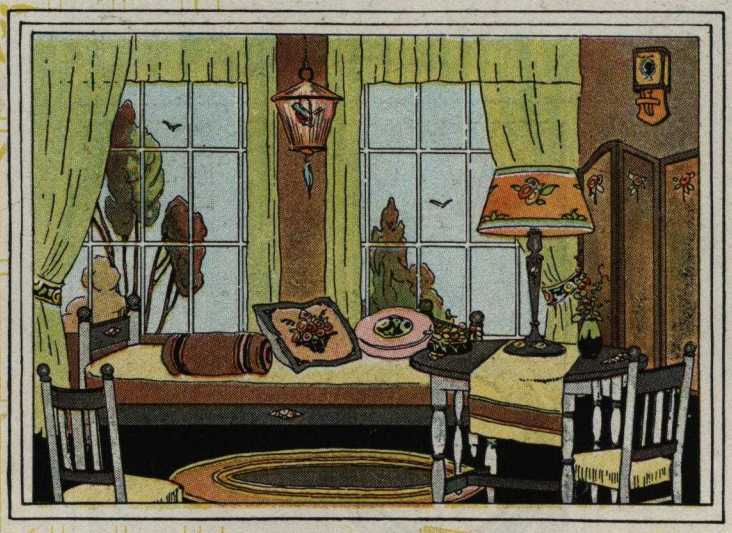
Now let us take up in a little more detail the subjects covered by the course.

FIRST COMES ENAMELING



THIS begins with preliminary brush work, and carries you through covering flat surfaces, laying the design, working in the design, designs to fill given spaces, mixing of colors, primary colors and complementary colors, how to trace and transfer designs, and brush work in flat tones. This part of the course will give you the foundation for what comes after. When you have finished enameling you will be prepared to decorate for sale many beautiful objects, shown in the Materials Catalog which is given to our members.

FURNITURE DECORATION and ENAMELING

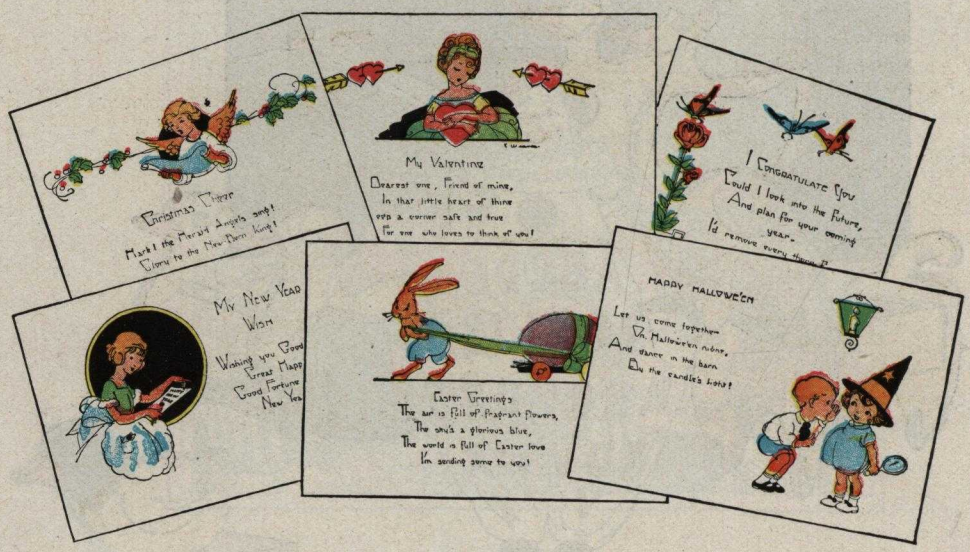


UNDER this heading you will receive instructions on the decoration of useful objects, advanced practice work in brush strokes, the handling of brushes, blending of colors, harmony of colors, practical suggestions for the use of the sketch book, good and bad form in furniture decoration, color schemes, the re-decoration of old pieces, sanding, drying, egg-shell finishes and how to obtain them, varnish and the "flowing-coat." When you have finished this part of the course, you will be prepared to undertake the decoration of furniture pieces and other objects adapted to this type of decoration.

FOR THE NEXT STEP WE TAKE UP THE DECORATION OF TOYS

THERE is nothing difficult about the decoration of wooden toys for children. When you understand the proper shades to use to appeal to the juvenile mind, and know how to paint faces, you will have no difficulty in this work. This subject has been added to the course of instruction recently, because of the wide vogue wooden toys now enjoy. The profit from the sale of these toys is very satisfactory, and by adding these to the other lines, you will have a wider appeal, in that you will reach the children as well as the grown-ups.

GREETING CARDS—
A Very Profitable Branch of the Work


Christmas Cheer
Mark! the Herald Angels sing!
Glory to the New-Born King!
My Valentine
Dearest one, Friend of mine,
In that little heart of thine
Keep a corner safe and true
For one who loves to think of you!
I Congratulate You
Could I look into the Future,
And plan for your coming year.
My New Year Wish
Wishing you Good Cheer Happy Good Fortune New Year
Easter Greetings
The air is full of Fragrant Flowers,
The sky's a glorious blue,
The world is full of Easter love
I'm sending some to you!
HAPPY HALLOWE'EN
Let us come together
On Hallowe'en night,
And dance in the barn
By the candle's light!

THERE is scarcely any more profitable line than Holiday Cards, nor one where there is a greater demand. There is a ready sale for them all through the year, for Christmas, New Years, Easter, Thanksgiving; and then there are Place Cards, Birthday Cards, Mother's Day Cards, Birth Cards, Christmas Calendars, and a host of others for which there is a demand the year round. The decoration of these cards calls for a different technique and the use of another kind of colors. You are instructed in this, so that you will have absolutely no difficulty in producing the very finest results. You will also receive instructions and practice in the use of fine brush and card colors.

Thirty million dollars are spent annually by the American people in Greeting Cards, and the finest of these are the ones that are decorated by hand, as the course teaches you to do.

Wherever You Live FIRESIDE INDUSTRIES Offers You a Splendid Income

It makes no difference in what part of the country you live, or whether you are situated in the city, town or country. *Fireside Industries* provides you with the opportunity to earn money right where you are. Everywhere there is a waiting market for the fascinating, exclusive Art Novelties fashioned by our members. And you receive the same personal help from headquarters wherever you live. We keep in close touch with every member through the mails.

"This kind of work appeals to me and the money-making possibilities make it doubly interesting."—Lucille Van Solen, North Dakota.

"We live out of town but I have a girl friend who sells all the Novelties I make. She runs a shop in town and takes all I send her."—Mrs. Bauhard, Kansas.

"Am progressing and am delighted with the work."—Mrs. E. Roche, Illinois.

Original letters on file in our studios.

NOW YOU LEARN TO DECORATE PARCHMENT LAMP SHADES

HERE again you will make use of different colors, and you will learn their application to parchment paper. There will also be instruction in shapes, bending the shade to the frame, harmony of colors and color schemes. Parchment Lamp Shades are tremendously popular and the beautiful, exclusive designs given in the course command high prices, allowing you a handsome profit.

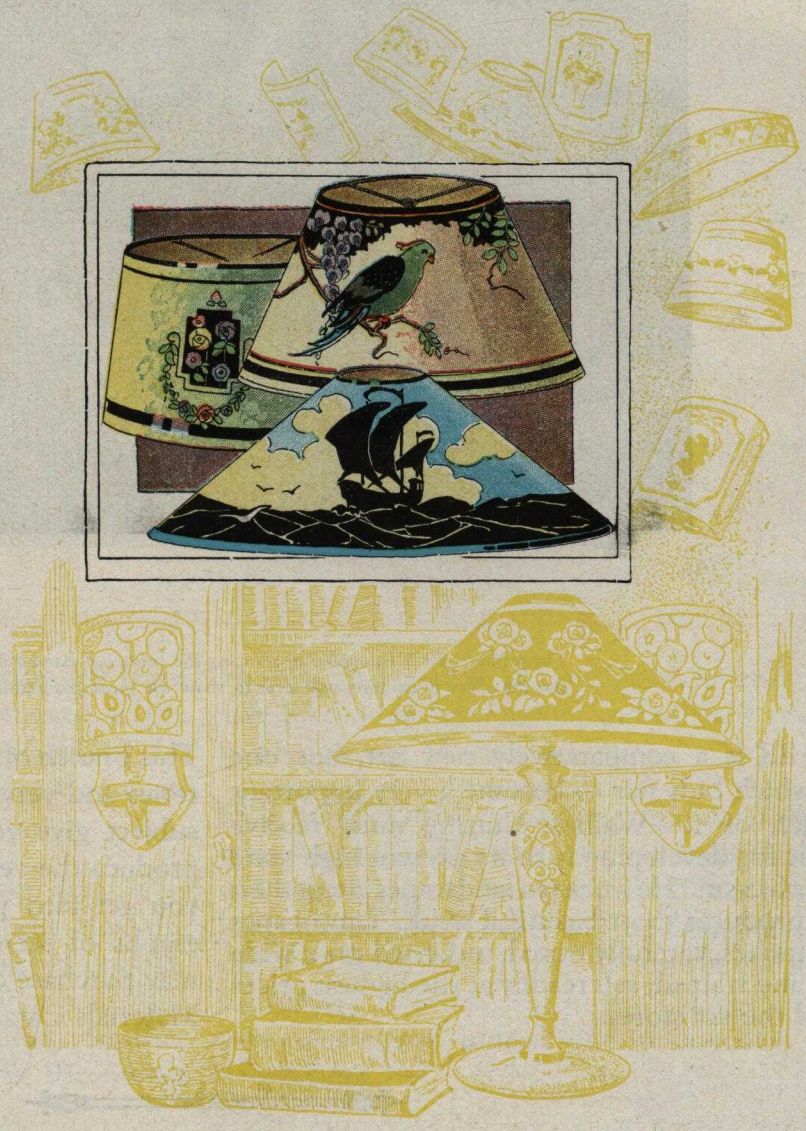
Every phase of the work is eminently practical. You work on the same materials and with the same mediums that you will use for actual production. For instance, in the lessons on Parchment Lamp Shades you will be furnished with high grade parchment paper, cut to shape, and you will be required to decorate it. In the lesson on Holiday Cards, cards will be furnished you to work on. In enameling and furniture decoration you will be furnished the same enamel which you will later use in practical production. It is all practical. It is all worth while. You are taught just what you will need to know to do this work.

"I have received the articles I ordered and have begun working on some of them. I am certainly enjoying the work. It is very near kin to play." — Marian C. Smith, Illinois.

"The work is most fascinating and almost too good to be true. Your course certainly covers a wonderful variety of Arts and Crafts. The hours fly and seem much too short."—Mrs. Albert Ruddle, Hawaii.

"I want to tell you what a loyal friend I am to Fireside Industries after only two months. When I first heard of you I never dreamed what possible Art Achievement membership would hold for me. I am already on the road to success. Please pardon my delay in sending in my lessons for I have been very busy preparing for a big window display in one of our most prominent stores." —Libby P. Dalton, Virginia.

Original letters on file in our studios.



For Profit or Pleasure, No Field is so Attractive as Art Novelties

Whether you are seeking a new source of income, or the fascinating pastime of artistic self-expression, you will find delightful realization in the decoration of Art Novelties. Here is the work that offers you all the gratification of creative effort, all the fascination of working with beautiful things. You will find a never-ending interest in every minute—a satisfying sense of worthwhile achievement in everything you do. And best of all, you receive handsome pay for work that seems like play. In fact, purely from the financial standpoint, what else could you do that would pay you such a handsome return for your spare hours?

The New and Popular Art—*Tinting of Photographs*

The printers' art is incapable of showing the beauty of hand-tinted photographs. But the above illustration will serve to show the great possibilities of this work.

THIS is a comparatively new art, but one which bids fair to become a very important branch of it. Wallace Nutting must receive credit for developing it to its present high state of perfection. He works in landscapes altogether, and produces most beautiful work. Landscapes 5x7 inches, carefully tinted, mounted on a wide mat and framed, sell readily at the highest prices in all the art stores.

This branch of the work calls for the use of soft tones and very thin colors. The lessons on this subject give you all the training you need to produce the very highest grade of work. When you get into production you may use photographs of scenes in your own locality, or you may purchase carefully selected scenes from our Materials Catalog.

Next We Take Up *Picture Framing*

IT IS not difficult to frame a picture artistically, provided certain fundamental rules are followed. I give you these rules in great detail, and with many examples. Then there is instruction in the miter-box and how to build it; the passe-partout and margins. Picture framing can be made a business in itself and there are firms that do nothing else. This branch of the work will make a very comfortable addition to the income you receive from your studio or shop. Our Catalog lists a large number of beautiful prints, both in color or sepia that you may buy at low prices, and sell at $2 or $3 properly framed. Then there will be the framing of portraits for your customers, and there will be the tinted photographs of your own manufacture to frame and hang in your studio for sale.

GESSO AND POLYCHROME

UNDER this double heading, you will learn two of the newest developments in the Applied Arts. They have been added to the Course of Instruction recently because of their rapidly spreading popularity.

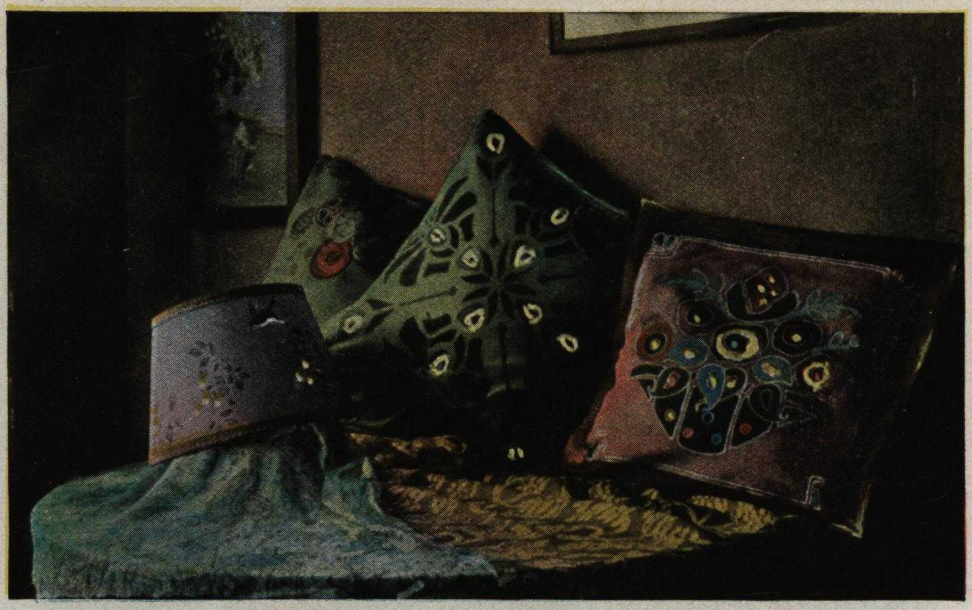
GESSO is the Art of building up designs in relief so that your finished object will have the appearance of having the design carved upon it. It can be applied to a great variety of materials: Wooden Novelties, Glass Novelties, Leather and Metal, Pottery, Plaster of Paris, Parchment Shades. It is not at all difficult under the Fireside Method of Instruction, and will add greatly to your power of accomplishment.

POLYCHROME is used to produce antique effects on either Gessoed, or plain objects. You will learn here to work in Gold and Silver lustres, and your results will be comparable to the works of the old Italian artisans of the fourteenth and fifteenth centuries. The results are very interesting indeed and find ready sale everywhere.

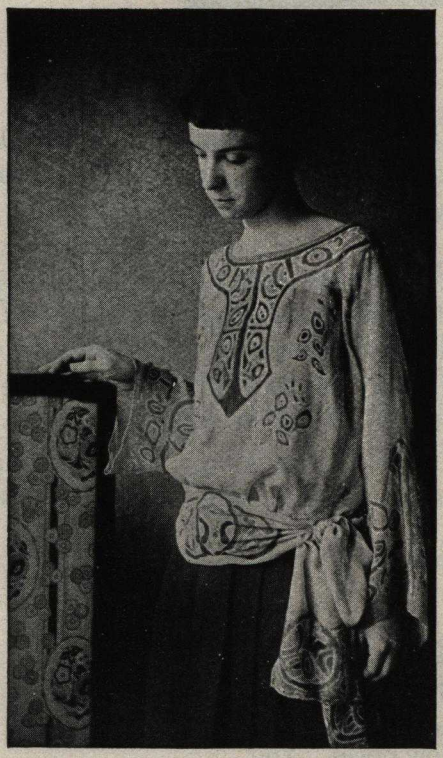
Remember, Low Prices on Your Materials Make Your Profits Very Large

Our Materials Catalog, which is prepared exclusively for our members, offers you everything you need at low prices. You find here a host of beautiful objects and articles to decorate, from holiday and greeting cards in great variety to artistic pieces of furniture. When you figure the difference between the co-operative prices on the undecorated article, and the prices you receive for your finished work, you will see what a handsome profit you make. Even your spare hours should pay you well and it is difficult to place a limit on the amount you can earn in your full time.

BATIK—Application of Beautiful Designs to Textiles



Some examples of Batik work.



THIS Javanese Art owes its popularity to the great possibilities it offers for new combinations of colors and designs.

A large variety of textiles lend themselves to this work — silk, sateen, cotton, aeroplane cloth. The results produced are fast to light and will stand washing.

The work is easily and rapidly done. You will learn how to produce a complete line of pillows, lamp shades, portieres, luncheon sets, and a host of other attractive, salable articles.

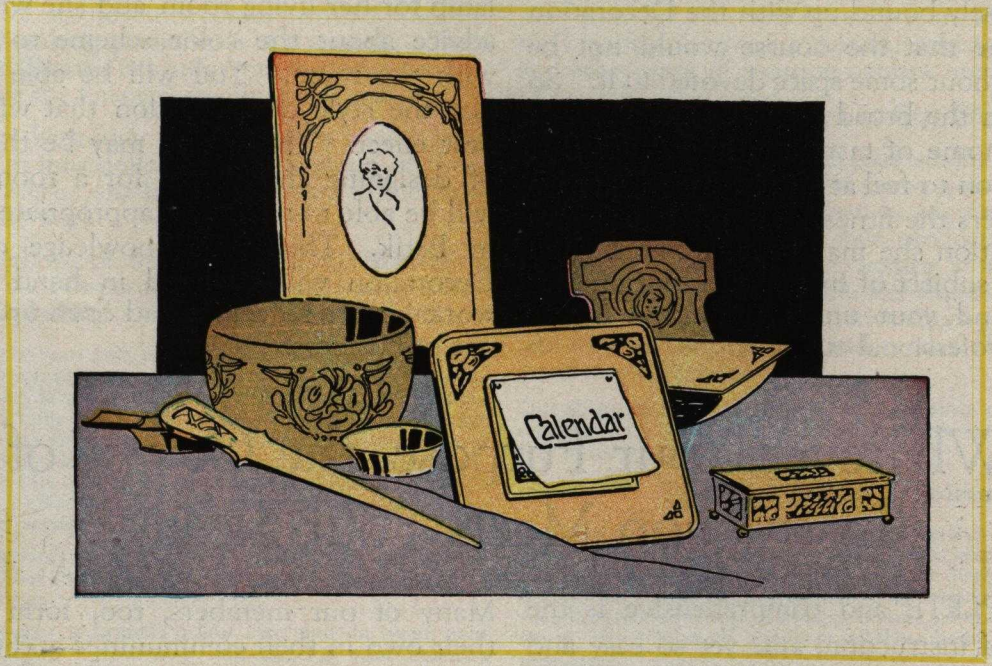
This work defies imitation. It cannot be successfully imitated by mechanical means. Therefore it will always have a very ready market at high prices.

Many artists devote themselves entirely to this work, making dresses, blouses, gowns and other wearing apparel besides the novelties mentioned above.

Batik decorations can be applied to many different pieces of merchandise. It gives very beautiful and striking effects.

The small picture above shows how Batik work is done.

You Can Make Beautiful "Objets d'art" by *Etching Copper and Brass*



DESK SETS, letter openers, ash trays, candle sticks, and numerous other articles may be etched in a great variety of designs. The course gives you full and complete instructions for this work, and your outfit contains the necessary materials. These objects will lend variety to your finished stock, which you carry in your shop or studio. They are always in vogue and sell at high prices. Once you know how to do it, it is very easy to get beautiful effects in the etching of copper and brass. There are hundreds of fascinating objects that you can decorate in this manner.

You Get Personal Instruction in Every Branch of Fireside Industries

From the very beginning of your membership in *Fireside Industries* you receive the personal attention of Mr. Petit, the head of our Art Department. You will look upon Mr. Petit as a personal friend, always ready and eager to help you. The other officers of *Fireside Industries* also take a personal interest in your success. Our Business Department is composed of men who are trained in Merchandising and they are prepared to answer any questions relating to the business side of your work. They will help you to make your efforts pay you the greatest profit.

And Finally You Learn the Principles of *Interior Decoration*

WHILE it would be impossible to give comprehensive and complete instruction on Interior Decoration, yet the subject of Applied Art is so closely bound up with the Decoration of the Home that the course would not be complete without some space devoted to it. So you are given the broad general principles that govern the home of taste, the knowledge that will enable you to feel at ease in discussing with your customers the fitness of any of your wares for the situation she may have in mind. You will find this subject of Interior Decoration very interesting and your understanding of it will give you a professional standing.

Many of your patrons will call upon you for suggestions for beautifying their homes. For example, a woman may want you to supply a lamp for her living room and she will ask your advice about the color scheme to harmonize with the room. You will be able to suggest just the style of decoration that will give the best effect. Then there may be the question of designing the drapes for a room and you will be able to advise an appropriate treatment in Batik. Thus your knowledge of Interior Decoration will go hand in hand with your work in Art Novelties and open up new avenues of business.

Whatever Your Purpose, the Course of Instruction Meets Your Needs

SO COMPLETE and comprehensive is the course of instruction, and yet so easy and fascinating, that it is adapted to the requirements of everyone, whatever his or her particular purpose may be.

It is the means of earning an independent income, of establishing a profitable and growing business; it is an artistic training of great cultural value. It is an education for growing people, a fascinating avocation for the elderly. It is adapted to those who are entirely without artistic training, and have no knowledge of drawing or designing; and it opens up interesting new mediums of expression to the experienced artist.

Those who are engaged in teaching or intend to become teachers find in this course a very valuable and essential training, giving as it does a broad and practical grasp of the applied arts. Public schools in all parts of the country are requiring teachers to be trained in this work and the knowledge that can be so easily acquired in spare time fits the man or woman interested in teaching for a higher salary.

"I have always wanted to do something like this but much to my sorrow I had never heard of you before."—Mrs. Harry Atwood, Berlin.

"I have a place where I can sell all I can make. I am enjoying the work very much; it keeps me busy and makes me feel I am really accomplishing something." — Frances L. Veeder, El Paso.

"I would rather paint and decorate than eat and I have loads of enthusiasm. Being able to buy my supplies at the cheaper rates in your catalog is a great lift to me and helps me wonderfully." — Myron Duncan, Spokane.

Many of our members, too, form classes of their own in their communities and teach what they have learned in the course. Women are keenly interested in the work and eager to develop themselves in artistic expression. They gladly pay a dollar a lesson for instruction.

So, if you care to, you can organize a class in your home, your shop or your studio and in this way earn more than enough to pay for your own course of instruction.

And then you can make an additional profit on the materials used by your students, not only while you are giving them lessons but afterwards on all the work they do. You obtain your materials from *Fireside Industries* at wholesale and sell them at a good profit. In effect, every one of your students works for you; for you are the only person who can purchase these materials at wholesale prices.. *This is an exclusive privilege of our members.*

Therefore, no matter what your own particular purpose may be, you will find that membership in *Fireside Industries* will repay you many times over, in money, in pleasure, in independence, in cultural development.

YOU ARE SHOWN JUST HOW TO START *and* HOW *to* BE SUCCESSFUL

While you are taking your course of instruction, you are learning not only how to make Art Novelties, but how to market them as well. You can learn at once how to turn your knowledge into money.

HAND in hand with your instruction in the decoration of art novelties comes instruction in the money-making possibilities of the work. Thus you are assured success not only from the artistic standpoint but from the financial standpoint as well.

From the very beginning you are shown how to turn your handicraft into dollars. In each group of three lessons you receive, one lesson is devoted to the business side of the work.

The same methods of Marketing and Merchandising are placed at your disposal that are used by other members of *Fireside Industries* and have proven successful.

You are not left to your own resources in disposing of your products; you do not require any selling ability. The *Fireside Industries* plan is so simple that you have only to follow the easy directions and you should have no trouble at all in finding a market for your wares. In fact, the problem is usually how to fill the demand for the work, rather than how to obtain orders. For the artistic articles and novelties created by the members of *Fireside Industries* are so exclusive, so fascinating, that wherever they are shown they spring into great popularity.

The business methods given you are adapted to meet every possible condition. They show you how to start in as small or as large a way as you please.

No large investment is necessary; you can start in your own home in a small way if you wish and develop your business gradually out of the profits.

The Studio at Home

All you need is a room or a part of a room in your own home. You are shown how to decorate your studio; how to arrange and display your wares; how to attract just the class of trade you want. Every detail of operation is covered, even to the sign over your door for which patterns are supplied. Then such matters as opening Announcements, Advertising and other ways of securing patrons are fully covered.

You Can Open a Gift Shop

After you have conducted your studio in your home for a time, as your business grows you may want to open your shop in the business section of the town. Here, in addition to your own products you can dispose of the work of other women at a nice profit as you will find that many will offer you a wide variety of needlework. Thus, without investing a penny, you will add to your own income and render these women a great service besides.

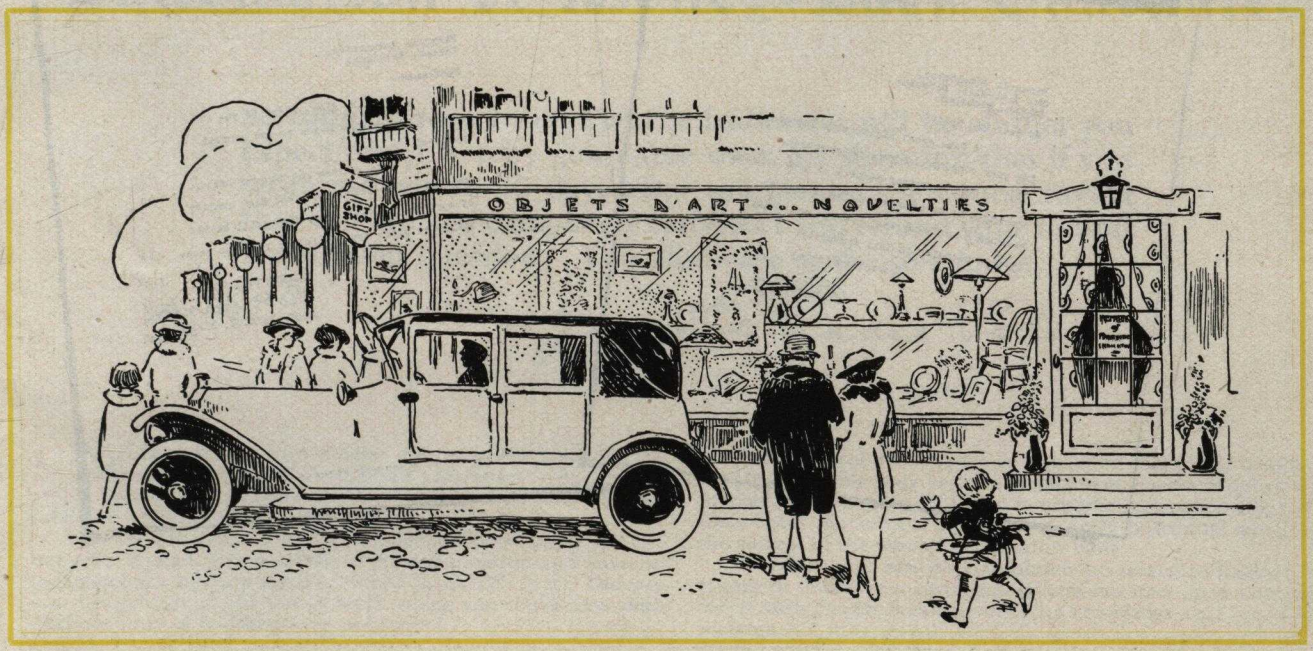
Our Scientific Course in Retail Merchandising tells you how to conduct your shop; how to decorate it; how to arrange and furnish it; how to make your window display.

You Can Sell at Wholesale

Some of our members are so situated that they prefer to devote all their time to making the goods; letting someone else do the selling. Many women living in the country dispose of their products in this way, marketing them in neighboring towns and cities according to the methods we furnish; some sell to Art and Novelty stores, the names of hundreds of these being supplied to our members.

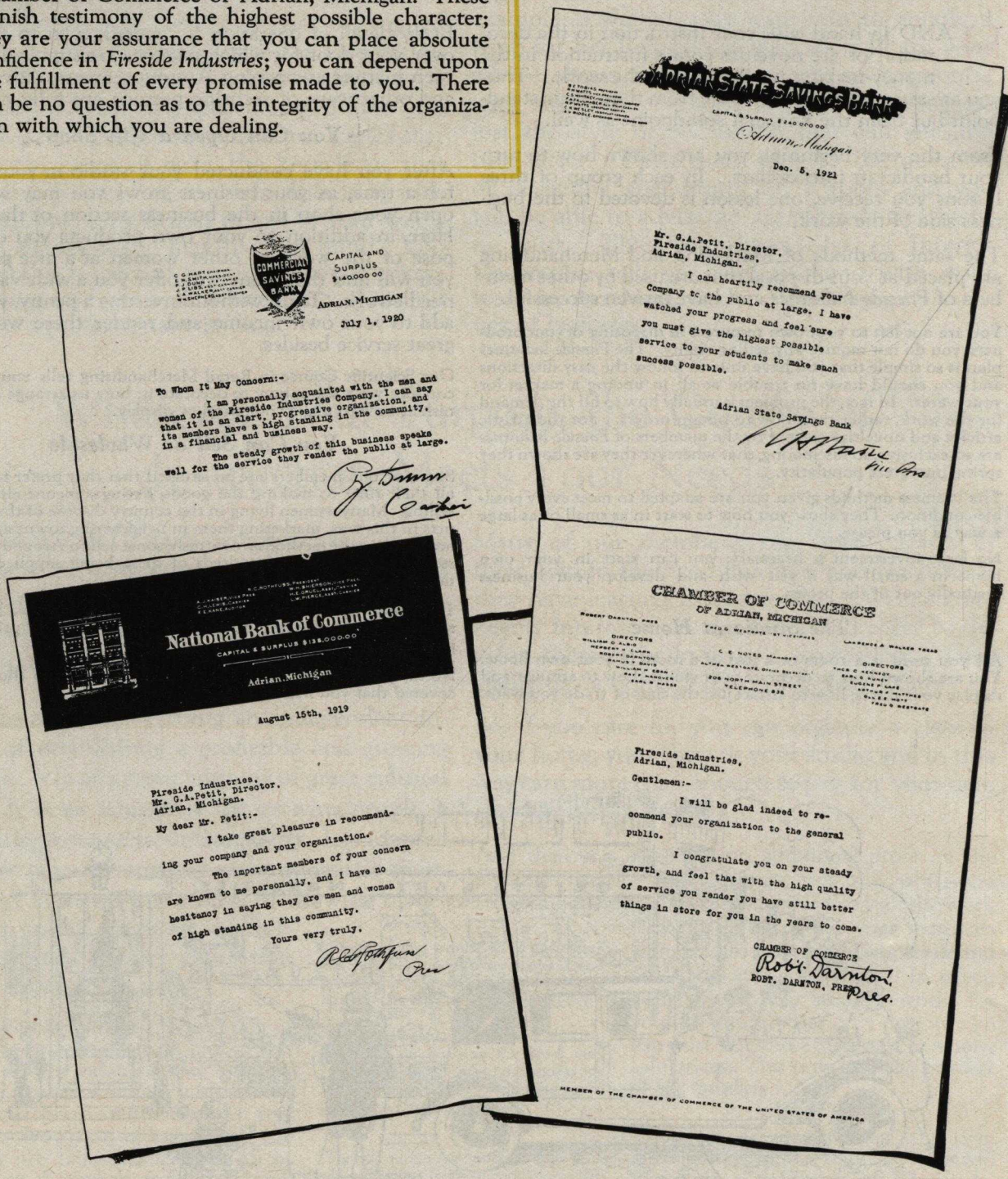
Then there is instruction in other phases of Business Management, as the use of the Trade Mark, how to figure prices and profits, buying materials, sources of supply.

Nothing is omitted; every detail of the work is so thoroughly covered that you MUST succeed.



These Endorsements Are Your Protection

Here are four letters which tell you something about the standing of *Fireside Industries* and the men connected with it. Three of them are letters from banks and the fourth a letter from the President of the Chamber of Commerce of Adrian, Michigan. These furnish testimony of the highest possible character; they are your assurance that you can place absolute confidence in *Fireside Industries*; you can depend upon the fulfillment of every promise made to you. There can be no question as to the integrity of the organization with which you are dealing.



COMMERCIAL SAVINGS BANK
CAPITAL AND SURPLUS $140,000.00
ADRIAN, MICHIGAN
July 1, 1920

To Whom It May Concern:-

I am personally acquainted with the men and women of the Fireside Industries Company. I can say that it is an alert, progressive organization, and its members have a high standing in the community, in a financial and business way.

The steady growth of this business speaks well for the service they render the public at large.

ADRIAN STATE SAVINGS BANK
CAPITAL & SURPLUS $240,000.00
Adrian, Michigan

Dec. 5, 1921

Mr. G.A.Petit, Director,
Fireside Industries,
Adrian, Michigan.

I can heartily recommend your Company to the public at large. I have watched your progress and feel sure you must give the highest possible service to your students to make such success possible.

Adrian State Savings Bank

Vice Pres

National Bank of Commerce
CAPITAL & SURPLUS $135,000.00
Adrian, Michigan

August 15th, 1919

Fireside Industries,
Mr. G.A.Petit, Director.
Adrian, Michigan.

My dear Mr. Petit:-

I take great pleasure in recommending your company and your organization.

The important members of your concern are known to me personally, and I have no hesitancy in saying they are men and women of high standing in this community.

Yours very truly.

Pres

CHAMBER OF COMMERCE
OF ADRIAN, MICHIGAN

Fireside Industries,
Adrian, Michigan.

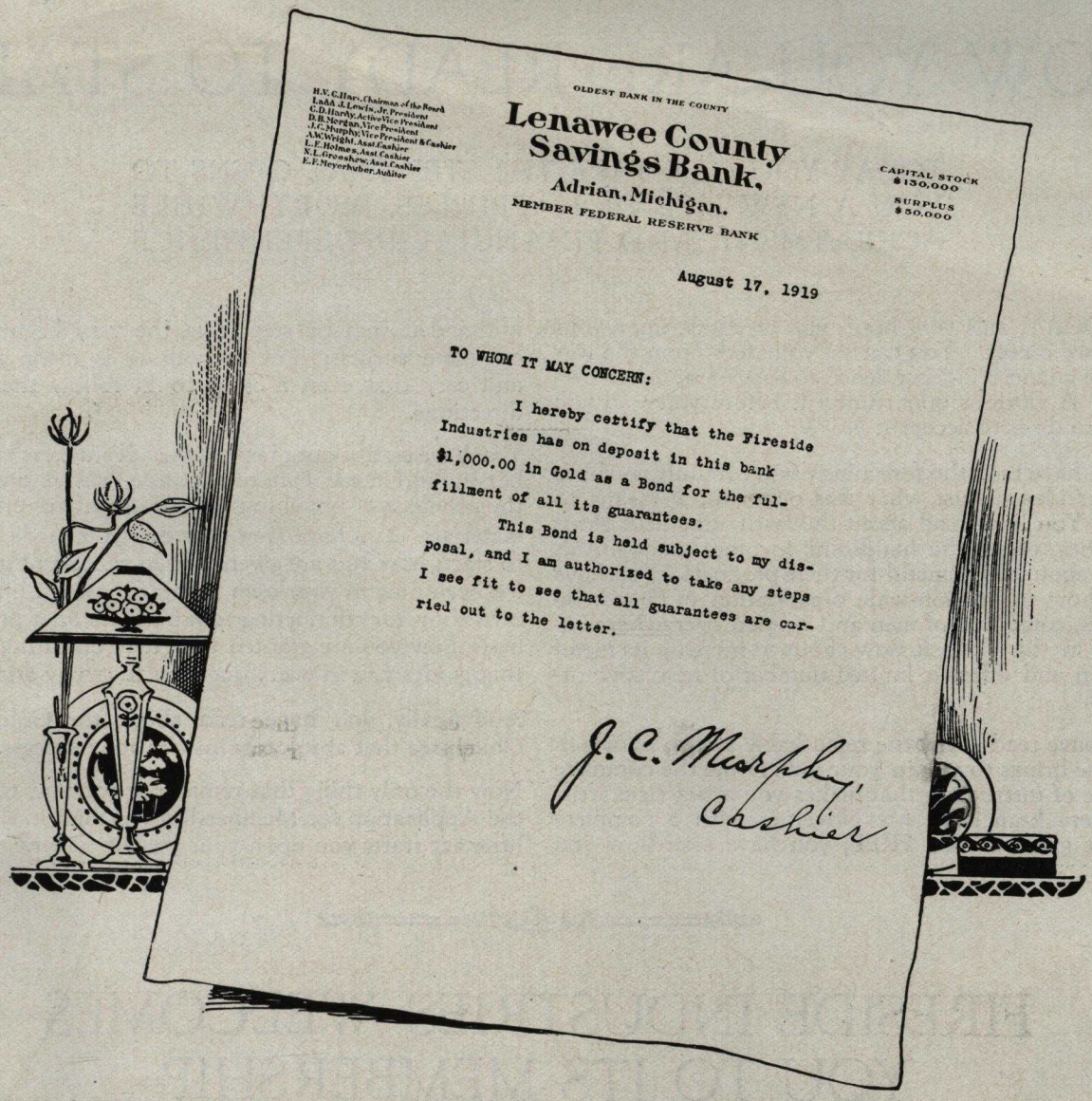
Gentlemen:-

I will be glad indeed to recommend your organization to the general public.

I congratulate you on your steady growth, and feel that with the high quality of service you render you have still better things in store for you in the years to come.

CHAMBER OF COMMERCE
ROBT. DARNTON, PRES.
Pres.

MEMBER OF THE CHAMBER OF COMMERCE OF THE UNITED STATES OF AMERICA



OLDEST BANK IN THE COUNTY

H.V.C.Hart, Chairman of the Board
Ladd J.Lewis, Jr. President
C.D.Hardy, Active Vice President
D.B.Morgan, Vice President
J.C.Murphy, Vice President & Cashier
A.W.Wright, Asst.Cashier
L.E.Holmes, Asst.Cashier
N.L.Groeshow, Asst.Cashier
E.F.Meyerhuber, Auditor

Lenawee County Savings Bank,
Adrian, Michigan.
MEMBER FEDERAL RESERVE BANK

CAPITAL STOCK $130,000
SURPLUS $50,000

August 17, 1919

TO WHOM IT MAY CONCERN:

I hereby certify that the Fireside Industries has on deposit in this bank $1,000.00 in Gold as a Bond for the fulfillment of all its guarantees.

This Bond is held subject to my disposal, and I am authorized to take any steps I see fit to see that all guarantees are carried out to the letter.

J. C. Murphy,
Cashier

Satisfaction or Money-Back Guarantee

So confident am I that Fireside Industries will be all that you expect that I hereby guarantee over my signature that if you write me within 30 days after completing the course saying that you are not completely satisfied I will refund your tuition fee without question. You alone are to the sole judge.

Gabriel André Petit

COULD there be any greater assurance of your success than this amazing Gold Bond Guarantee? Just think! You MUST succeed; you cannot fail; there can be absolutely no question about it.

You are not only offered a wonderful opportunity, you are not only invited into a career of great fascination and financial independence, but you are guaranteed SUCCESS in it! Did you ever before hear of any line of work which you could enter with such certainty of realizing your ambitions?

How can this remarkable guarantee be made? It is evident that it is possible only because members of *Fireside Industries* DO succeed, because they DO earn handsome incomes in this work. Only upon the success of each and every individual member is the success of the whole organization built.

Therefore you can have absolutely no reason to hesitate, no reason to doubt your own success; you can start upon your own career with *Fireside Industries* with the knowledge that you WILL succeed.

NOW YOU ARE READY TO START

TODAY YOU CAN TAKE THE STEP THAT OPENS TO YOU A NEW LIFE OF HAPPINESS, WORTHWHILE ACHIEVEMENT, AND FINANCIAL INDEPENDENCE

TODAY, this very hour, you can start upon your new career. You can set your feet upon the way to financial independence, to happiness, to achievement. A glorious opportunity is before you—all you have to do is to accept it NOW.

If you have read the foregoing pages carefully you have a clear idea of just what this opportunity means to you. You have read about the fascinating field of art novelties, about the handsome incomes made in this work, about the demand for these products. You have read how the nation-wide organization of *Fireside Industries*, composed of men and women everywhere engaged in this work, is now about to increase its membership and offers a limited number of new appointments.

You have read about the remarkable system by which *Fireside* brings to you in your own home the complete course of instruction that makes you a practical artist in every branch of Art Novelties with a complete Outfit given to you FREE; you have seen how you are guided step by step from the very beginning to complete success; how everything is made so clear and easy that even a child could follow the simple directions.

You have read about the exclusive advantages that membership in *Fireside Industries* brings you, among them the privilege of obtaining low co-operative prices on materials. You have seen how easy it is made for you to start; how you are given proven successful methods for beginning in your own home, for establishing your own shop, for conducting your business on a profitable basis; how you are granted the Free Consulting Service that guides you in every question that may arise.

And finally, you have read about the Gold Bond Guarantee that absolutely insures your success.

Now the only thing that remains is for you to fill in the Application for Membership and mail it. Just this little act starts you upon your golden career.

FIRESIDE INDUSTRIES WELCOMES YOU TO ITS MEMBERSHIP

ACCEPT THIS VALUABLE APPOINTMENT NOW

ONLY one thing can rob you of the success that now lies before you, and that is delay. Remember the membership of *Fireside Industries* is limited. And the demand for these memberships is so great that this invitation to join may have to be withdrawn at any time. You are fortunate to have this opportunity, now, while *Fireside Industries* is making new appointments. So for your own sake, take advantage of your good fortune at once.

Consider all the facts carefully. Decide for yourself whether the work of *Fireside Industries* appeals to you, whether you would find happiness for your spare hours or your full time in the creation of beautiful objects, whether you could do anything else that would pay you so well from a financial standpoint. Then make your decision. If you decide to accept this opportunity, *Fireside Industries* will welcome you into its membership, will do everything possible to help you achieve the fullest measure of success.

Today, then, this very hour, fill in the Application for Membership and mail it. It will only take you a moment to do it, and you may count this the most fortunate moment of your life.

FIRESIDE INDUSTRIES

ADRIAN, MICHIGAN

Satisfaction or Money Back Guarantee

So confident am I that Fireside Industries will be all that you expect that I hereby guarantee over my signature that if you write me within 30 days after having completed the course, saying that you are not completely satisfied I will refund your tuition fee without question. You are to be the sole judge.

Gabriel André Petit

NEW YORK CHICAGO PARIS

FIRESIDE INDUSTRIES Inc.

Home Studio

Adrian, Mich.

From
E. A. Peterson, Director,
Fireside Industries, Inc.

My Dear Friend:

Your request for information about the work of Fireside Industries has just been received, and I am very glad to send you a copy of our book.

This explains all about the opportunity we offer you to earn money in your spare time at home. You will note that no previous experience is necessary; no special talent or ability. In fact, it makes no difference at all what your circumstances may be, where you live, whether you are old or young. If you would like to use your spare hours in a very profitable and delightful way, then everything will be provided to enable you to do so. And not only that, but your success will be fully assured. Yes, you can take up this work with the complete assurance that it will pay you, in actual dollars and cents, and pay you well for the time you devote to it.

Truly, an unusual opportunity! And now let me explain, briefly, just what this opportunity is. In the first place, Fireside Industries is composed of men and women throughout the country, who, as members of this organization, are engaged in decorating art novelties. Their work includes the decoration of all sorts of fascinating and artistic objects--parchment

lampshades, candle-sticks, painted furniture, greeting cards, wooden toys, etched copper ware, batik fabrics and many other beautiful things that are very popular and command the highest prices. Each member devotes to the work as much time as he or she chooses.

Some of our members have beautiful little Art and Gift Shops of their own; others carry on the work in their homes, using just spare moments. But all are enjoying the satisfaction of being in business for themselves, earning independent incomes, and doing the kind of work that holds an endless fascination and pleasure. They have found the way to financial freedom and the joy of creative effort through their membership in Fireside Industries.

And now this membership is to be increased. New members are to be invited to join. The beautiful products made by our workers have become so popular with the public that we need these new members to help supply the great demand.

You are very fortunate, indeed, to have written us just at this time, for you can now obtain one of these new Memberships in Fireside Industries. An appointment certificate is enclosed which entitles you to join.

As soon as you become a member of our happy "family" of Fireside workers, you are admitted to all privileges and services of our organization, which you will find described in the book. You are provided with a wonderful FREE outfit and your course of instruction begins at once. Under the personal attention of Mr. Gabriel Andre Petit, director of our Art Department, you are trained by mail, in your spare time at home, to decorate all kinds of fascinating Art Novelties.

I really do not think that there is anything else you could do that would pay you so well for your time. It should be no trouble at all for you to earn from $3.00 to $5.00 a day just for your spare time, and then as your business grows, you may want to open an Art and

Gift shop of your own with an income of upwards of $5,000 a year. Can you think of anything more wonderful than earning money for doing such fascinating work? And the best part of it is that YOU CAN DO IT. Yes, you need have absolutely no doubt about your success. You must succeed, for your Membership in Fireside Industries makes everything so simple and easy that your success is Guaranteed.

So you have everything to gain and nothing to lose. And by acting at once, you also get the benefit of a special reduction in cost. In order to obtain quickly the necessary number of new members, we are reducing the Membership charge to you for the next 20 days only. You save $10.50; we are issuing to you our Treasurer's Allowance Certificate for that amount, which can be applied on your Membership just like cash.

But you need not even pay the special reduced Membership cost in one sum. We will extend you the privilege of convenient monthly terms; only $5.00 now, with your Membership Application, admits you to full membership, and then $5.00 a month pays the small balance of the cost.

Remember that this special offer is good only for the next 20 days. Read our Book carefully now, while it is before you, then fill in the Membership Application and mail it with your first payment and the Treasurer's Allowance Certificate. As I can reserve your Membership opening for you only until the date shown on the Application I shall surely look forward to hearing from you within the next few days.

Trusting to have the pleasure of welcoming you into our Membership and assuring you of my genuine interest in your success, I am,

Sincerely yours,

E. A. Peterson

Director.

Mail This
with the
Treasurer's Allowance Certificate

15 Days Only
Before the Expiration of this Opportunity

B

MAR 3 1926

Application for Membership in

FIRESIDE INDUSTRIES, INC.

AT SPECIAL REDUCED RATE

FIRESIDE INDUSTRIES, INC., Adrian, Michigan.

Gentlemen:

Please enter my application for Membership in Fireside Industries, Inc., with the understanding that I am to receive your complete correspondence course of instruction in Decoration and Marketing of Art Novelties, that I am also to receive, without extra cost, a complete working outfit and that I am further to enjoy all benefits, services and privileges accruing to members, as described on the reverse side of this form. In addition, you GUARANTEE that I will be satisfied with your course and service in every way and if within 30 days after completing the course and payments, I make application stating that I am not satisfied, you agree to refund the full tuition fee to me. I am to be the sole judge of its merits.

In consideration of the above, I agree to pay to Fireside Industries, Inc., or order, the special reduced Membership Charge on the following terms:

(Mark X before the plan of payment you choose.)

☐ I enclose $5.00 and will pay $5.00 for ten months and $4.50 the eleventh month, making a total of $59.50.

☐ I enclose $10.00 and will pay $10.00 for four months and $4.50 the fifth month, making a total of $54.50.

☐ I enclose $49.50 in full payment.

(Note: The regular charge for Membership in Fireside Industries, Inc., is $70.00, but you benefit by the special reduced prices given above, provided you enclose the Treasurer's Allowance Certificate and your remittance, with this application. Checks or money orders should be made payable to "Fireside Industries, Inc.")

Please write your name plainly with pen and ink or pencil.

Name _____

Address _____

City _____ **State** _____

303-12-25

Membership in Fireside Industries, Inc.

Entitles You to the Following

SERVICES AND PRIVILEGES

There are no additional charges or dues beyond the cost of Membership as specified on the reverse side. All these services and privileges are included in the ONE cost.

1. **Complete Course of Instruction** in the Decoration and Marketing of Art Novelties. This includes the personal instruction, criticism and help of Mr. Gabriel Andre Petit, covering every branch of the work: Enameling, Furniture Decoration and Enameling, and Decoration of Wooden Toys, Greeting Cards, Parchment Lamp Shades, Photograph Tinting, Picture Framing, Gesso and Polychrome, Batik, Etching on Copper and Brass, Interior Decorating. In addition you receive a complete training under the direction of our Department of Business Administration, in the marketing of your work and the business conduct of your Studio or Gift Shop.

2. **Consultation Privilege** with members of our staff for three years, on any and all questions connected with your work, the marketing of your products or the administration of your business.

3. **Complete Outfit**, $10.00 value, containing all the supplies and instruments required in doing the various kinds of work covered in the course of instruction without extra cost.

4. **Advisory Service** without extra cost for three years, including timely information collected by our Counsellors located in the Art Centers of this country and abroad, through which you are kept abreast of new ideas and developments in the Art Novelty field, thus insuring your work of being always up-to-date and in popular demand.

5. **Co-operative Buying Privilege**, entitling you to the special low prices on all articles and materials listed in our materials catalog, which is issued only to our members and restricted to their exclusive use.

6. **Diploma**, awarded upon completion of the course, which testifies to your membership in Fireside Industries, Inc., and to your training and ability in making Art Novelties. This Diploma, displayed in your studio or shop, gives you prestige and brings orders for your work.

7. **Use of the name "Fireside Industries."** This name can be used only by our members and is your "trade-mark." You can display it on an artistic sign or on the windows of your studio or shop. It tells the people that you are a member of our national organization, the products of which are famous for their artistic merit and distinction.

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ion St B 3734
Conn

Certificate of Appointment

Vernon Talb
143 Constit
Wallingford

IS HEREBY EXTENDED THE PRIVILEGE OF

Membership in Fireside Industries, Inc.

TO FILL VACANCY, AND WILL BE ADMITTED TO ALL THE SERVICES AND PRIVILEGES ACCORDED TO MEMBERS, PROVIDED THAT THE MEMBERSHIP APPLICATION IS MAILED ON OR BEFORE THE EXPIRATION DATE SPECIFIED.

FIRESIDE INDUSTRIES

E. A. Peterson

Director.

[*As Membership is limited this Certificate is good for existing openings.*]

104-2-26

Fireside Industries, Inc.
Adrian, Michigan

TREASURER'S ALLOWANCE CERTIFICATE

NOT BANKABLE—NOT TRANSFERABLE

MAIL THIS CERTIFICATE WITH YOUR APPLICATION FOR MEMBERSHIP

Fireside Industries, Inc.

Vernon Talbot 4210
143 Conetition St B 3734
Wallingford Conn

Will Allow $ 10.50

Ten and 50/100 ---------- **Dollars**

ON THE COST OF MEMBERSHIP IN FIRESIDE INDUSTRIES, INC.

FIRESIDE INDUSTRIES, INC.

E. L. Peterson

Director.

This Certificate is good only if used in connection with the special offer now being made during the drive for new members.

105-12-25